

THE **QUILL**

February, 1961

The Mighty
Apostrophe
Page 11

Journalism
Missionaries
Page 12

The Campus
Beat
Page 17



50 Cents

A MAGAZINE FOR JOURNALISTS

CBS Foundation Inc. News Fellowships for 1961-1962

CBS Foundation Inc. established in 1957 at Columbia University in New York a group of one-year CBS Foundation Fellowships, for eligible persons engaged in news and public affairs in the radio and television field. The Fellows have all University expenses paid and in addition receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1961-1962.

Purpose of the Fellowships

CBS Foundation Inc. has established the fellowships to offer a year of study for men and women in radio and television news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The fellowships make it possible for a holder to pursue credit or non-credit courses of his own choosing from the wide curriculum of Columbia University. The courses chosen should be those which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. The courses would not, therefore, be limited to any general field; they might range across such varied fields as diplomatic history, economics, modern languages, Far Eastern affairs, political science, labor relations, public administration, American history, etc.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them; and they will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS Radio and CBS Television offices and studios in New York.

The Fellowship Year

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people can, through detachment from their routine work, find both formal and informal opportunities to build up their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television for news and public affairs programming.

The fifth series of fellowships, for the academic year 1961-1962, will start in September 1961.

Address request for an application or other correspondence to:

WILLIAM C. ACKERMAN
Executive Director, CBS Foundation Inc.
485 Madison Avenue, New York 22, N. Y.

Applications must be postmarked not later than February 28, 1961. The Selecting Committee will announce its selections early in April.

Requirements for Applicants

1. Qualification in one of the following categories:

- A. News and public affairs staff employees of (1) CBS News, (2) the seven CBS Owned radio stations, (3) the five CBS Owned television stations, (4) the 197 U.S. stations affiliated with CBS Radio, but not owned by it, and (5) the 200 U.S. stations affiliated with the CBS Television Network, but not owned by it.
- B. Regular members of the staffs of non-commercial educational radio and television stations who are engaged for a substantial portion of their time in news and public affairs programs.
- C. Teachers of courses in the techniques of radio and television news and public affairs at colleges and universities.

An applicant must be fully employed in one of Categories A, B and C, and must have sufficient full-time experience in the field to indicate ability and promise of greater development.

- 2. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.
- 3. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and the relation of these studies to work performed or contemplated.

The Selecting Committee (for 1961-1962)

On Behalf of the Public:

JOSEPH E. JOHNSON, President, Carnegie Endowment for International Peace; former Professor of History, Williams College; former officer of U. S. Department of State and adviser to U. S. delegations to the U. N.
BYRON PRICE, former Executive Editor, Associated Press; Assistant Secretary-General, United Nations; U. S. Director of Censorship, World War II; awarded special Pulitzer citation for creation and administration of press and broadcasting wartime codes (1944).

On Behalf of Columbia University:

DR. JOHN A. KROUT, Vice President.
DR. LAWTON P. G. PECKHAM, Dean of Graduate Faculties.

On Behalf of CBS Foundation Inc.:

SIG MICKELSON, Vice President of CBS and President of CBS News, and a member of the Board of CBS Foundation Inc.
FRED W. FRIENDLY of CBS News, Executive Producer of CBS Reports.

The Selecting Committee reserves the right to revoke or terminate an appointment in cases where it deems such action advisable. The decisions of the Committee are final.

All expenses at Columbia University (including tuition and special charges in connection with the fellowship program) will be paid in full for each Fellow. In addition, the University will be enabled to pay to each Fellow a stipend for living and other expenses. These stipends are adjusted to individual family-size situations, and are therefore of varying amounts; they are intended, with the expenses paid to Columbia for each Fellow, to average approximately \$8,000 for each Fellow for the academic year.

Food Is for Fitness—As Well As for Enjoyment

We Should Learn to Eat To Help Maintain Health

In the United States where food is available in great variety and in almost overwhelming abundance, many people have a tendency to forget that the chief function of food is to provide certain essential nutrients that our bodies need for growth and maintenance. We are, indeed, a most fortunate people to be able to select these necessary nutrients from such interesting kinds of food, but this good fortune is frequently offset by our failure to learn to eat wisely of the bounty put before us.

Teaching people to eat according to the dictates of good nutrition is often complicated because food consumption takes place in the framework of many social and psychological factors. It's been pretty well determined, for example, that the wise homemaker should not inform her husband about a new dent in the fender while he is eating his dinner. It is better to wait until his blood supply is busy in the digestive stage!

In spite of obstacles that might exist, it is becoming more evident each day that improving our eating habits might actually be one of the major steps forward in reducing or eliminating some of the diseases which today are the leading causes of disability and death among our people. Being overweight, which certainly is very closely related to eating habits, is generally recognized as one of our major health hazards.

USDA Offers a Simple Guide for Good Eating

Several years ago the Institute of Home Economics, part of the U. S. Department of Agriculture's Agricultural Research Service, worked out a "Daily Food Guide" in co-operation with the country's leading nutrition scientists. The best sources of essential food nutrients which we all need were carefully considered, as was the need for an eating pattern that recognizes our vast variety of foods. The Guide suggests we select foods from four main groups, adding from other food sources to make meals more appealing and satisfying. The four basic food groups and recommended daily servings are:

MILK GROUP: This includes milk, ice cream, cheese and other dairy products. From these foods we obtain such essential nutrients as calcium—needed for adults as well as growing children; protein; riboflavin; vitamin A. The Daily Food Guide recommends some milk or milk products every day for everyone. For children 3 to 4 eight-ounce glasses daily are recommended; for teen-agers, 4 or more glasses; adults, 2 or more glasses.

MEAT GROUP: This includes red meats, poultry, eggs, fish, shellfish, or alternates such as dry beans or peas, peanuts, peanut butter. This group provides necessary protein, iron, thiamine, riboflavin, niacin. The Guide recommends two or more servings from this group each day. A serving

would be 2 to 3 ounces of lean cooked meat, poultry, or fish; 2 eggs; 1 cup cooked dry beans or peas.

VEGETABLE-FRUIT GROUP: Vitamins A and C, as well as certain necessary minerals, are abundant in these foods. The Guide suggests 4 or more servings each day. This should include 1 daily serving of a good Vitamin C source (citrus fruits, for example) and 1 serving at least every other day of a good source of Vitamin A (dark green and deep yellow vegetables).

BREAD-CEREAL GROUP: Breads and cereals made from whole grain, enriched or restored, provide protein, iron, several of the B-vitamins, and food energy. Select 4 servings or more daily. A serving is 1 slice of bread or 1 ounce of ready-to-eat cereal or $\frac{1}{2}$ to $\frac{3}{4}$ cup cooked cereal, macaroni, noodles, rice, etc.

OTHER FOODS: Such foods as butter, sugar, oils, may be used as preferred to improve flavor and to provide the total necessary calories for each day.

Sensible Eating Plans Need Some Glamorizing

This relatively simple guide to good eating has received much attention, but too often only among those who have been exposed to sound nutrition information for years. The general public, however, is much more frequently made aware of the latest pronouncement from one food faddist or another.

Much time and effort goes into trying to urge people to eat or drink more of this product or that, and this kind of product promotion is part of the American food business, of course. It does seem pitiful, though, that we have not been able to glamorize the idea of eating sensibly. It could well be that many of us do not fully appreciate the important relationship between the foods we eat—considered from both the quality and quantity viewpoints—and the general level of health we achieve and maintain.

The dairy farmers throughout the United States who sponsor the non-brand advertising, merchandising, research, and public relations program of the American Dairy Association have a selfish interest, of course, in telling the role of milk and other dairy foods in the well balanced diet. However, we believe also that it is important to expand public knowledge about the role of all foods in maintaining good health. We long ago pledged ourselves to help in this continuing educational program, and we are happy to be working with all the groups seeking to counteract the misleading information about foods and nutrition that so often comes forth and endangers public health.

AMERICAN DAIRY ASSOCIATION

Voice of the Dairy Farmers in the Market Places of America

20 N. Wacker Drive
Chicago 6, Illinois

From Quill Readers

Pox on Journelese

To The Quill:

Congratulations on the rich improvements in THE QUILL over the last few years. For years I have mourned over the illness of the press too often referred to as "journelese," or, as Bill Clayton so aptly put it in the December issue of THE QUILL, "creeping grammatical weakness."

Harold Sheehan also hit on a topic that needs to be thrashed out—and the press could do the thrashing, or a big part of it. I am not at liberty to state names, but I am familiar with an instance in which a publisher-editor disclosed a source of political corruption reports and named his news editor as the "digger." The news editor was "framed" by the simple trick of turning an innocent incident into an attack that stripped him of apparent moral integrity, whereupon the publisher fired him.

Perhaps the news editor was only a moderately good reporter, or worse, but he held a journalism degree—which really doesn't stand in his way in the field of advertising. Journalism lost! So, I would like to see a good deal more in THE QUILL on news-source protection for reporters—even from publishers.

All-in-all, the recent issues of THE QUILL have been nothing short of superb insofar as a "well balanced diet" is concerned.

I wonder if THE QUILL has a line on more "Let's Restore English Grammar to American Journalism." One treatment I would like to see is a write-up with impact that would drive home the fact that the press is failing as an "informative" agency when grammar is abused.

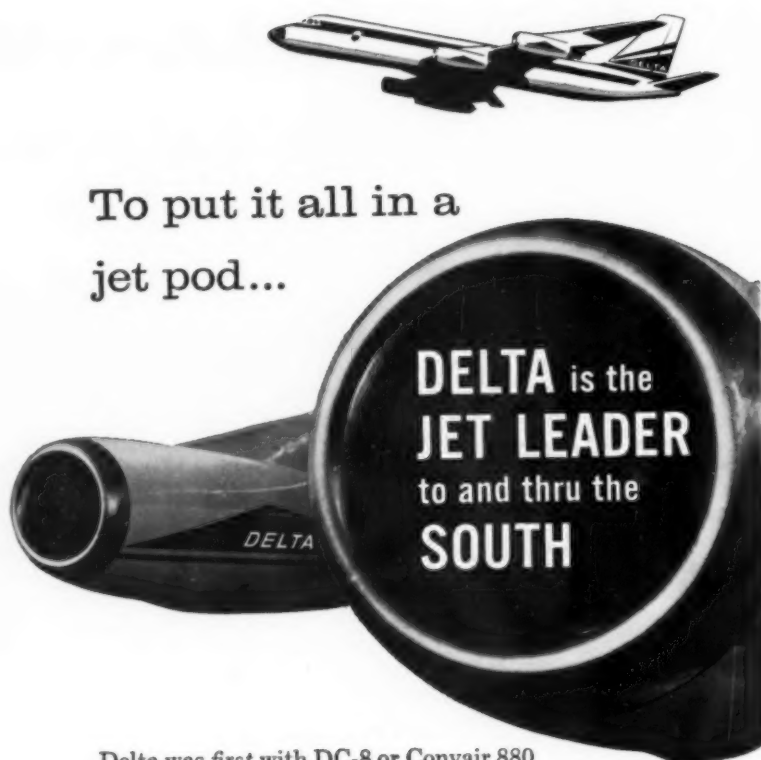
My wife is with the Fort Worth Public School System—works in a high school. I am in touch with high school teachers and with faculty members of two universities and two seminaries. From educators of college students as well as high school "cats" and "dolls," I hear a constant complaint:

"My students bring not only news clippings but radio and television taped reports and expect me to grade themes by the standards of the press."

And, if you will bet the educators aren't lauding the press, you will win. Ask the English and history teachers

(Turn to page 10)

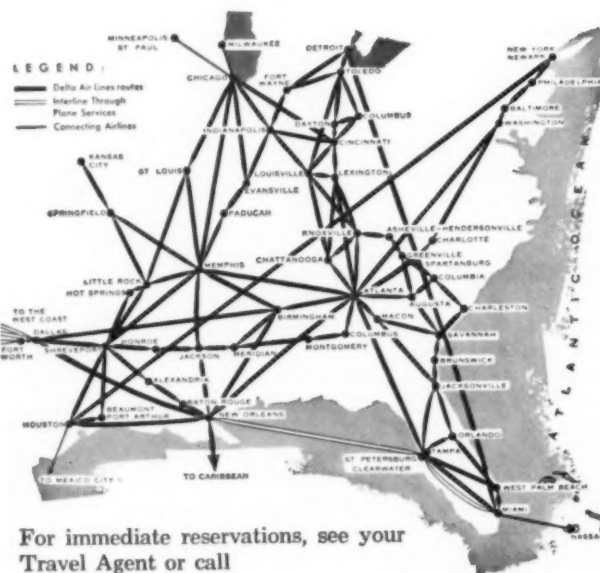
To put it all in a
jet pod...



Delta was first with DC-8 or Convair 880

Jets over all routes served . . . and today offers up to 3 times more jet service than any other airline. Only Delta flies all 3 U.S.-built Jetliners . . .

Convair 880 Douglas DC-8 Boeing 707



For immediate reservations, see your
Travel Agent or call

DELTA

the air line with the **BIG JETS**

EDITOR
Charles C. Clayton

ASSISTANT TO THE EDITOR
Edmund Hasse

ASSOCIATE EDITORS
Edmund C. Arnold
Floyd G. Arpan
Dick Fitzpatrick
Wayne V. Harsha
Charles J. Morse
William Ray
D. Wayne Rowland

EXECUTIVE OFFICER
Warren Agee

PUBLICITY
Richard H. Costa

PRODUCTION MANAGER
Lorraine Swain

CARTOONIST OF THE MONTH

Born in Minnesota, **James J. Lange** grew up in Dubuque, Iowa,



James J. Lange

where he drew his first cartoons for his high school newspaper and yearbook. He has worked as an iceman, railroad section hand, salesman, addressograph operator and shipping clerk. He served in the United States Air Force in World War II and after his discharge in November, 1945 he attended the Chicago Academy of Fine Arts. He has been on the staff of *The Daily Oklahoman* in Oklahoma City, Oklahoma for the last ten years as an editorial cartoonist. In 1957 he won a second place Freedoms Foundation award. He is a member of the Association of American Editorial Cartoonists, is married, and has three children.

THE QUILL for February, 1961

NATIONAL OBJECTIVE: "SEEK TALENT FOR A PROFESSION WHICH THRIVES ON TRUTH, TRUST AND FREEDOM"

THE QUILL

A Magazine for Journalists—Founded 1912

Copyright 1961, by THE QUILL

FEBRUARY, 1961—Vol. XLIX, No. 2

IN THIS ISSUE

EDITORIAL: IS INTERPRETATION FACTUAL? Page 7

SCIENCE REPORTER COVERS SOUTH POLE
—Blair Justice Page 8

YOUR APOSTROPHES MAY BE SHOWING
—Edward F. Mason Page 11

JOURNALISM MISSIONARIES
—James W. Carty, Jr. Page 12

READER VERSUS LISTENER
—Jere Hoar Page 15

CAMPUS NEWS CAN RATE THE FRONT PAGE
—Jack Detweiler Page 17

IN AN ERA WHEN EDITORS WERE A HARDY BREED
—Warren Feist Page 19

WHAT INDUSTRY OFFERS REPORTERS
—Henry Surowski Page 20

THE BOOK BEAT Page 24

SIGMA DELTA CHI NEWS Page 25

On the Cover: What the well dressed reporter wears on an Antarctic assignment. Blair Justice of the Fort Worth, Texas Star-Telegram, is shown here with a huskie at the United States Navy base at Operation Deep Freeze.

LOOK FOR IT NEXT MONTH

FIGHT FOR FREE PRESS IN NICARAGUA
By Marvin Alisky

MORE ROP COLOR IN NEWS PICTURES
By Arville Schaleben

CREEPING JOURNALISTIC JARGON
By E. R. Hutchison

THE QUILL, a monthly magazine devoted to journalism, is owned and published by Sigma Delta Chi, Professional Journalistic Society. Copyright, 1961, by THE QUILL.

SUBSCRIPTION RATES—One year, \$5.00; single copies, 50c. When changing an address, give the old address as well as the new and send to THE QUILL, 35 East Wacker Drive, Chicago 1, Ill. Allow one month for address change to take effect.

Second-class postage paid at Fulton, Missouri. OFFICE OF PUBLICATION: 1201-5 Bluff Street, Fulton, Mo. EXECUTIVE, EDITORIAL, ADVERTISING AND CIRCULATION OFFICES: 35 East Wacker Drive, Chicago 1, Ill.

“Your Right to Know”

The men who wrote the American Bill of Rights put first things first. In writing the First Amendment to the Constitution they were wise beyond their own troubled time. They adopted the principle that any people—to be and to remain free—must be *informed*. And to be adequately informed they must have unshackled sources of information. So by the constitutional guarantee of a free press, they gave clear assertion of every citizen's right to know.

“YOUR RIGHT TO KNOW” is also a basic concept in the operations of S&H. Pursuant to this policy, S&H invites and welcomes inquiries of the press and public regarding its affairs. S&H also advertises extensively in weekly newspapers and other media to inform citizens frankly and fully about every phase of its business.

If you, as a member of the Press, would like to know more about S&H and the role of trading stamps in our economy, please write us. We will consider it a privilege to honor “your right to know.”



America's No. 1 Stamp Plan Since 1896

The Sperry and Hutchinson Company
114 Fifth Avenue, New York 11, New York

EDITORIALS

Is Interpretation Factual?

THE debate over interpretive reporting rages unabated. The issue tends to become clouded by some of the catch phrases we use—reporting in depth, backgrounding and objectivity. Sometimes the argument wanders off into intriguing bypaths, or it becomes involved with the concern of the prophets of the social role of mass communications in our modern society.

When I started out as a reporter the problem was not so perplexing. The reader had little difficulty in grasping the significance of the skulduggery at the city hall or understanding the peccadilloes of the local bigwigs, and with local politics and routine crime, these matters provided the grist of the news. Even in that comparatively simple era news was written and presented from a viewpoint. The reporter represented a point of view by the selection of the facts he used—and omitted. The editor interpreted the significance of the story by the amount of space he gave it and by the size of the head and the position it was given in the paper.

This process continues today by those who espouse the factual school in the selection, elimination and display of news. One difference is that the volume and complexity of the news has greatly increased. There is another important difference. Propaganda has been developed as a skilled tool, not only in the affairs of nations, but also in all phases of our own economy. Facts, even when we can be sure of them, can be bewildering without answering the questions of their meaning.

- Those who are concerned with the significance of the role of the press, or of any other of the mass media in communications, are confronted with this basic premise—there can be no communication in the real sense without comprehension. For those whose concern deals directly with the problem of providing explanation and understanding without bias or opinion, the problem is how to clarify the facts without usurping the legitimate function of the editorial page.

Admittedly the line between a viewpoint or interpretation and opinion is a fine one, as Roy Larsen, chairman of the Executive Committee of Time, Inc., pointed out last October in his Alexander Graham Bell lecture at Boston University. It must also be conceded, as Lester Markel, Sunday editor of the *New York Times*, admits in the January issue of the *Bulletin of the American Society of Newspaper Editors*, that some of the so-called interpreters have been writing opinions instead of background and foreground into the news columns.

- Mr. Markel's definition of interpretation is worth examining. It is, he insists, "an objective judgment based on background, knowledge of a situation, appraisal of an event. Opinion, on the other hand, is a subjective judgment. It is a definite taking of sides." Mr. Larsen put the same concept in another way. Communication of news, he said, "calls for a certain exercise of judgment; it calls for interpretation and background, and some sense of the meaning of news. This is certainly a higher art, requiring much more exacting skills, than those called for by the simple standard of objectivity."

These two appraisals of the problem underscore, I suspect, the misgivings of the so-called factual school. Interpretation which can give meaning and understanding to



Drawn for THE QUILL by James J. Lange, *The Daily Oklahoman*, Oklahoma City, Oklahoma

Press Conference—or Playhouse '61

the news of our complex world demands a high degree of competence as well as devotion to the principle that exhortation and opinion should be restricted to the editorial page. There are ample examples that interpretation can be factual and that, even though total objectivity is an unattainable ideal, its practical approximation can be achieved.

Pedigree of the Press

JAMES RESTON, chief of the Washington Bureau of the *New York Times*, provided the title of this editorial. In a recent dispatch from the nation's capital he suggested that "language is the pedigree of a nation, the archive of history, the memory of the human race." Then he added that "the grossest thing in our gross national product today is our language."

Readers' reactions to William Clayton's article in the December *QUILL*, and earlier last year to Carl E. Lindstrom's defense of the press as the last bulwark of good writing, emphasizes the growing interest in what is happening to the language. Mr. Reston suggests that official Washington is partly to blame. In his own crisp phrase "inflated language is the curse of the cold war." By inference those who pass on the inflation presumably are also to blame.

- Memory is a tricky reference, but it suggests that copy desks today do not wield as sharp a blue pencil as they once did. An example can be found in Edward F. Mason's comments on the apostrophe in this issue. One of the truisms impressed upon me in my own school days was that accuracy of expression begets accuracy of thought. It is still valid, even in our era of gobbledegook.

CHARLES C. CLAYTON



Blair Justice as he appeared in Antarctica.

Science Reporter Covers South Pole

By BLAIR JUSTICE

It started like this: At 18,000 feet over polar waters, I reached under my sea bag for the portable typewriter accompanying me on a five-week Antarctic assignment. With each passing mile it was getting perceptively colder and I was finding it necessary to pull additional woollens from the sea bag—sweater, field jacket, lining for field jacket, outer trousers, lining for outer trousers.

I wanted to do a story about all this before my fingers were too cold to type. With my elbows pinched to my sides (it's crowded aboard a MATS Super Constellation with all those clothes and seventy-seven men—mostly scientists and Navy personnel—inside them), I started my lead: "This is being written at 18,000 feet. . . ."

That's as far as I got. My Italian-made portable was longing for the sunny shores of the Mediterranean. It had, in short, become too numb to move—or at least space after each letter.

• Twenty-seven thousand miles later, my trip to the Antarctic ended like this: It was near midnight and I was standing at the baggage counter at the airport in Dallas. I had two minutes to claim my luggage—including the portable—and catch the last limousine for the night to Fort Worth, Texas.

First one of my bags came down the chute, then another and finally a third. Now only the typewriter remained. I hailed an airlines baggage agent. He took my claim ticket and made a fast check. I looked outside and saw the limousine driver start the motor. I turned and spotted the baggage agent coming back.

His report was: "I'm afraid we've lost your portable." It came just in time for me to miss the limousine home.

• Now if there is any moral to this story, I suppose it would be this: If you're going to the Antarctic, don't take a typewriter.

Ridiculous? Yes, if you have hopes of providing daily coverage. But there was one man among the visiting press in the Antarctic this summer (the Antarctic summer comes during our winter) who had no such problem and blithely went around with a ledger tucked under his arm. This was Bill Stevens, assistant managing editor of the *Saturday Evening Post*, who posted daily entries in his ledger in longhand.

Actually, typewriters are not the problem I may have made them seem. Only two days before my departure from the Naval Air Facility at McMurdo, which is the main American base in the Antarctic, some 2,300 miles south of New Zealand, I was ready to

forgive my portable for freezing up on me.

I took it down from the rafter where I had disgustedly placed it in the press hut, and it worked beautifully. I nearly finished an entire story about its remarkable recovery before it grew numb

BEHIND THE BYLINE

Last fall **Blair Justice**, science reporter for the Fort Worth, Texas *Star-Telegram*, spent five weeks in the Antarctic on assignment. He has been a member of the staff of that newspaper since 1950, except for a brief stint with the New York *Daily News*. Twice he has won the Texas Medical Association's Anson Jones Award for outstanding medical reporting. Other honors include the *Associated Press* Managing Editors Association of Texas awards for community service, best spot news story and best feature story, and the Texas Association for Mental Health's award for reporting. His article on "Advice to Science Reporters" appeared in the August, 1960, *QUILL*. He is a member of Sigma Delta Chi. He holds degrees from the University of Texas and the Columbia University Graduate School of Journalism. A Navy veteran and former intelligence officer, he is married and has two children.

again and quit spacing. The trouble was quickly diagnosed: I had moved too far from the hut's diesel fuel heater, which had kept the machine warm on the rafter.

All this agony over the vagaries of temperamental typewriters can be avoided simply by having the machine "winterized" before plunging into a climate where temperatures go far below zero (fifty-five below was the coldest I experienced—on a trip to the South Pole station. The pole station, cut off by weather and darkness nearly nine months of every year, is 800 miles south of the main base at McMurdo, which is isolated for a shorter time).

- The same precautionary measure is necessary for cameras, although the German one that I took along had no winterizing and gave me trouble only once. This was on a visit to a glacier where a food cache had been built up for passing explorers. The temperature was forty degrees below zero. My camera distance-setter stuck on infinity. I did quite a bit of backing up for long-distance shots before the camera thawed out a day later.

"Winterizing" one's typewriter and camera may provide protection against mishaps such as I experienced, but there still remains the problem of what to do with the stories and pictures once they are written and taken.

I wrote (on a borrowed typewriter) a spot news story about a big plane crash on the ice runway at McMurdo, and passed it on to Navy communications for immediate transmission. It arrived at my paper six days later.

It wasn't the Navy's fault that it took so long to reach its destination. Navy communications in the Antarctic, as is all radio transmission, are at the mercy of the weather—particularly the weather on the sun.

Disruption of radio waves are common at the bottom of the world because the pole seems to attract streams of electrons each time a solar flare or sun spots occur. These incandescent particles turn the ionosphere, which is used for reflecting radio waves, into a disorganized mass of molecules, and all communications cease.

In November 1960, McMurdo had the worst electromagnetic storm in Antarctic history. There was no radio transmission—or any other kind of communication—for eight and one-half days.

- When reporters aren't sweating out an electromagnetic storm, they may meet frustration from the conventional type of storm—although "conventional" seems too mild a word for an Antarctic blizzard.



United States Navy Photo

United States Navy men in formation for a flag ceremony at McMurdo Camp in Antarctica. Scientists who have probed under the ice believe this site was once part of a lush tropical jungle.

Sending stories back by air has its advantages, but soon after I arrived in the Antarctic a series of blizzards blew in that kept all incoming and outgoing planes grounded for a week. During this period I wrote a package of stories which I sent off on the first plane out after the storm. There were enough stories to tide me and my paper over before the next blizzard struck.

- Although radio, planes, typewriters and cameras unfortunately don't have a magical ability to adjust to Antarctic weather, human beings do become acclimated.

I noticed this not long after my arrival in the Antarctic. I no longer felt the need for much of the thirty pounds of cold-weather gear, which the Navy issued our party of ten newsmen at Christchurch, New Zealand—advance headquarters for American activities in the Antarctic.

- My ears got acclimated to the extent that I didn't have to go around with the flaps pulled down on my fur-lined cap. And though my bare fingers would still get cold taking pictures, I found little use for the issued pair of massive mittens that could be worn over two pairs of gloves.

Being a science writer, I was interested in exploring the reason behind this acclimation. I sought out Dr. Ralph Fortenberry, a Navy lieutenant in charge of Sick Bay at McMurdo. Dr. Fortenberry explained that the body apparently responds to the cold by releasing increased amounts of fluid into the skin and other tissues, thereby building up an insulation against sub-zero temperatures.

The doctor, a native of Mississippi, was a good example of the ability to become acclimated. He walked to the mess hall each day in his shirt sleeves and without a cap. Of course, the mess hall was right across the snow-packed road from Sick Bay.

The fact that a person can be casual about what he does wear at an Antarctic base is one attraction I found most men there seem to appreciate. The visiting newsmen were no exception.

Life in the Antarctic does have its advantages, I discovered, and among them is a vacation from some of the restraints imposed by polite society. Since life in Antarctica is a life without women, a number of the men there enjoy the freedom of doing many of the things they ordinarily wouldn't do under the restraining influence of wives, mothers or girl friends.

These men don't shave, they stay up later than they should, they curse profusely, they don't go to church much—and since water is not abundant and perspiration is no problem, they bathe only occasionally. I took full advantage of several of these new-found freedoms. And only once did I feel that I was perhaps too primitive for the surroundings.

- This was the night I was invited to have dinner with Rear Admiral David M. Tyree, who commands Operation Deep Freeze. (Operation Deep Freeze is the Navy's name for the support activity it offers scientists investigating Antarctica under grants from the National Science Foundation.)

No one lives in plush quarters at any of the four American bases, but at least the admiral has a fine white cloth and shiny silverware on his dinner table. At flag quarters, where Admiral Tyree's two-star flag flies, two newsmen were invited each night for dinner.

When my turn came, the big decision had to be faced: to shave or not to shave.

• Although unshaven and bearded men are a common sight at McMurdo, the admiral and his aides keep their cheeks and chins smooth and unstubbled. My cheeks and chin were covered with dark whiskers ten days old. The whiskers were not long enough to be shaped into a neat-flowing beard. In fact, as a clean-shaven colleague from New York gleefully reminded me, about the only thing that could be said for my whiskers was that they made me look like a bum.

"You'll get to the admiral's door and his steward will take one look at you and tell you to go around back for a handout," said my friend, who was also invited to dinner.

I am proud to report that no one made me go around back and that, unshaven, I sat at dinner between the admiral and a brigadier general whose shiny cheeks glistened like the silverware.

I am less proud to report that five weeks later I returned home wearing the whiskers, which by now could be called a beard. I wanted to bring back some tangible evidence of my polar trip—something more than just a cold-natured typewriter.

I succeeded only in scaring the daylights out of my 18-month-old son.

But such are the risks of an Antarctic adventure.

• What kind of science stories did such an adventure generate?

One I found interesting dealt with the fact that during the Antarctic summer there is twenty-four hour daylight, as opposed to the round-the-clock darkness that isolates the bottom of the world in the winter.

"You'll get photophobia if you stick around here much longer," the base dentist at McMurdo told me. Photophobia is extreme sensitivity to light. It is not the same as snow blindness, which can be guarded against by simply wearing the sunglasses and goggles issued.

Photophobia in the Antarctic comes from an overexposure of light without darkness providing any break. It's daylight when you go to bed, it's daylight when you get up. Though I didn't encounter anyone seeking a dark hole to crawl into, I did find that the constant daylight produced interesting effects on normal work patterns.

Some scientists feel that our work habits are geared to a night and day cycle. When the daylight and dark rhythm is broken, the habits go haywire.

As a consequence, you can find men in Antarctica working sixteen-hour days without realizing that the time to knock off had long passed. I myself found that I was working much later than normally. With it daylight outside, it just seemed natural to continue working.

The Antarctic isolation provides scientists with a natural laboratory for studying men's reaction to cold and detachment—the sort of conditions men in space are likely to encounter.

But scientists in the Antarctic also are interested in the behavior of penguins, which provided me with several stories. A group of newsmen flew by helicopter to a big penguin rookery on the Antarctic coast, where hundreds and hundreds of the birds were coming in for their annual egg laying and hatching.

• I was told by a penguin biologist there—I guess you could call him a "penguinologist"—that the behavior of male penguins doesn't differ too much from how some human males act. Penguins are in large part monogamous and many of the males are hen-pecked; at least they let their wife boss them around.

The male penguin is responsible for just about everything but the actual laying of the egg. He must build a nest of rocks to receive the egg, he must fight off other penguins that try to steal the rocks, he must sit on the egg for weeks after it is laid.

I asked the biologist what, if any, fringe benefits the male receives for doing all the housekeeping and egg warming. He said:

"Well, he has the right to flirt a little—but only when his wife isn't around."

At this point, someone muttered—"just like home," and we boarded our helicopter to fly back to the female-free society of McMurdo.

From Quill Readers

(Continued from page 4)

in your local high schools or a near-by university, if you aren't already familiar with the situation.

The point is that news MISFORMS when it ignores syntax or adds or omits parts of speech necessary to clarity.

It does no good for professors or teachers to demand English grammar in their training of journalism students if the press ignores or encourages disregard for syntax and semantics. Editors-in-chief and managing editors need to be yanked from behind or within their pious cloaks stained with the error splashes of "Grammar be damned." They take no blame—but the blame is theirs.

So, I yell to THE QUILL staff: "Let's have grammar restored to American journalism," and "Be sure your contributors write unstilted, but demand that they apply grammar to the profession's professional voice."

Respectfully,

LUVERGNE F. SCOTT
Fort Worth, Texas

We're Publication Specialists . . .

With years of experience in the publications field and a modern plant specially equipped for magazine and book printing, we are able to offer competent service, good letterpress printing, an interest in our customers' problems, real economy—just what a businesspaper publisher is looking for.

Right now we could handle another publication or so whose mailing dates fit into available productive capacity. Inquiries from responsible publishers are invited.

THE OVID BELL PRESS, Inc.

Magazine and Book Printing
Fulton, Missouri

PRINTERS OF THE QUILL SINCE 1926

Your Apostrophes May Be Showing

By EDWARD F. MASON

YOU can shut your eyes against the apostrophe, but it won't go away.

Not soon, anyway. Although it may seem to face obsolescence, it is more persistent than the whooping crane. It doubtless will grace the printed page long after the present generation of writers, editors and proof readers is dead and gone.

Meanwhile, some newspapers are having a peck of trouble with the apostrophe, especially in such uses as driver's (drivers) license, boys' (boys) and girls' (girls) basketball tournament, and foreign ministers' (ministers) conference. You know there's trouble when you find ministers' conference and ministers conference in adjacent columns on the first page, or boys basketball tournament and boys' athletic association in the same story. Other discrepancies are State Teachers College and High School Teachers' Association in the same story, travelers checks and visitor's guide book in the same story and Lion's Club and Lions Pancake Day on the same page.

- The conflict is between established usage and change. This change is toward simplification, and affects the apostrophe along with other punctuation, and along with language habits in general. Change of language continues from generation to generation and can be considered progress or deterioration, according to one's appraisal of the results.

If the writer and editor adhere to usage while changing it, obviously there will be a body of unchanged usage, a fringe of change usage, and an intermediate area undergoing change.

In this intermediate area will be found conflict, inconsistencies and uncertainty.

Unless he is to proceed by mere whim, an individual will set up some rules. Such rules may be merely unrealized accretions of habit. But an editor, being responsible for a group, is under some compulsion to formulate rules to govern writers, copy readers, printers and proof readers. So he produces the characteristic style book of the news room and print shop.

- The apostrophe has three strata of acceptance: (1) universal acceptance; (2) general acceptance under rules; (3) fluctuating and uncertain acceptance. Universally accepted is the apostrophe which replaces missing letters in contractions. Generally accepted under rules is the apostrophe for the possessive, though the possessive case itself is on the defensive. Fluctuating and uncertain are uses where the grammar is ambiguous and the construction may not be possessive. To this lowest level must be added errors due to ignorance and accident, along with arbitrary omission of the apostrophe.

The apostrophe as in don't is at top level of acceptance. When a Scotch schoolmaster a couple of years ago proposed to eliminate the apostrophe entirely from written English, the *Wall Street Journal* responded:

This idea's fine as far as were concerned. Well go along with Mr. Meehan if hell explain to reporters OToole and ORiley why they're shorn of punctuation. It'll go over big with publishers wholl save newsprint. Therere editors whod



EDWARD F. MASON

never know the difference. And it wont bother linotype operators who are wont to drop them anyway.

This gay little paragraph demonstrated that the apostrophe in contractions is indispensable. When one finds in his newspaper "shes got a pretty good jump shot," he can put it down as mistake rather than intent. Yet even in this area there is one persistent error, the confusion of it's (it is) with its (possessive).

The apostrophe to indicate possession has no vested rights in the language. The -s for the singular was unknown in the sixteenth century. It came in about 1680, and the -s' for the plural not until about 1780. Shakespeare wrote "a dogges death," "with my horses heeles," and "the murtherers horses tail." The Authorized Version of the Bible said "Render therefore unto Cesar the things which are Cesars and unto God the things that are Gods." The translation was made "by his majesties special command."

- Grammarians point out that use of the possessive apostrophe is now on the decline. This observation is substantiated by rules in newspaper style books, in hard-cover textbooks and in the *Government Printing Office Style Manual*.

In place names, like Pikes Peak (named after Zebulon Pike), omission of the apostrophe seems purely arbitrary. Examples are Harpers Ferry, St. Matthews Cathedral, St. Marys Church. Mencken observes that in the United States the Board of Geographical Names endeavors to obliterate the apostrophe in geographical names, and most newspapers do so.

(Turn to page 22)



JAMES W. CARTY, JR.

Deep in Africa

Journalism Miss

By JAMES W. CARTY, JR.

MA-LAK-PA-LA, the chief medicine man for the Loma tribe in the village of Wozi, Liberia, slipped through the shadows at night as he headed for the hut of Dr. and Mrs. Wesley Sadler, American missionaries.

The witch doctor hoped that none of his tribal friends would see him. Among the villagers, he was known for his outspoken opposition to the Sadlers.

• Dr. Sadler, a noted linguist and literacy-literature specialist, and his wife, Roslyn, an artist, wondered about the strange, mysterious visit of the medicine man. For a long time, Ma-lak-pa-la was serious and silent. Often, in Africa, it takes a long time for a national to get to the point—it may even be an hour before, in a conversation with a friend, a tribesman will confide that his wife is seriously ill, that his cattle are dying, and that his home burned.

Patiently, the Sadlers waited for their guest to get to the point. They wondered if he were going to disclose some confidential secrets of the medicine men, or even express some hostility.

Finally, and surprisingly, Ma-lak-pa-la looked up and complained, "Sadlers, I've got a bad headache. Could I have an aspirin?"

A witch doctor who had encouraged his people to resist the efforts of medical missionaries now had sought out the aid of the Sadlers themselves. Their seventeen years work in Lomaland had

helped win many friends, and to turn them from the old ways of illiteracy, suspicion, ignorance, hostility.

• Now, these jungle journalists are co-directors of an African Literacy and Writing Center, which was started in the summer of 1959 at Kitwe, Northern Rhodesia. The center is an overseas project of the Committee on World Literacy and Christian Literature of the National Council of Churches of Christ in the U. S. A.

The Sadlers hold workshops to stimulate the production of literacy materials written in Africa by African writers for African readers. Both nationals and missionaries come from all over the continent—which stretches 6,000 miles from Cairo to Capetown—to study at Kitwe. They learn how to write social-education materials in simple, easy to read language, and how to conduct adult literacy campaigns.

"Most Christian literature for Africa has been written by Europeans and Americans," Dr. Sadler has said. "It is good, and it has been widely used. There is often nothing else to use.

"But no one knows the African and his needs as well as the African himself. The educated African, writing in his own language, can reach people we foreigners cannot."

• As a result of training Africans to prepare their own indigenous materials for use in adult programs of fundamental education, Dr. Sadler has per-

formed a public relations service of indirect but significant value for the United States. He has won continent-wide respect as an American who is helping Africans to help themselves—helping them mature and ascertain their own needs and directions and to prepare their own materials. The Sadlers' work is winning friendship for Americans in the mountains, in the jungle where only the drums take messages, in the cities which rapidly are being industrialized, in the rural villages.

He is training journalists and editors for mass circulation newspapers and magazines.

• An understanding of the potential consequences of this program can be gained by picturing the curriculum, the participants and the directors of the project.

The first two workshops were conducted in the field of general writing. The third was on journalism, and the fourth dealt with writing and translation of materials. The fifth course was comprised of fundamentals of writing, journalism and creative writing. The sixth course—in journalism and creative writing—begins February 5, 1961, as part of a four-month program. During July 3-31, 1961, the center will hold its first special course in primer writing for new literates and the Christian approach through the literature.

The Writing Center plans special courses in the preparation of primers

ionaries



Otetela lessons are mimeographed for use in literacy-literature projects at Wembo Nyama, Belgian Congo. The Sadlers are known throughout Africa for their magazine, *African Features*, their booklets and their training of African writers and journalists.

in the vernacular language for use in adult literacy programs; instruction in the writing of immediate follow-up literature, and the conduct of a literacy campaign among adult non-readers.

The organization enrolls candidates who have a good speaking and writing grasp of English, and who have had at least eight years of formal education in addition to either two years of work experience or further education. Par-

ticipants have ranged from the Sudan to South Africa, and also have come from such other nations as Angola, the Congo, Kenya, Tanganyika, Nyasaland, and Northern Rhodesia. Altogether, they have come from nearly twenty countries. Most were men. They were twenty years or older. The group represented twenty-four different church bodies.

In between the workshops, Dr. Sadler spends time in other countries teaching writing—as he did a month recently in Egypt—and helping conduct field literacy campaigns.

He also edits a monthly, four-page magazine, “*African Features*,” formerly produced in London. This is a series of articles, news and illustrations, written by Africans for Africa. The publication goes to thirty-nine countries and territories.

BEHIND THE BYLINE

James W. Carty, Jr., professor of journalism and public relations director at Bethany College, West Virginia, has taught writing in both Egypt and, south of the Sahara, in Tanganyika, East Africa. He has written social education materials for use in adult literacy-literature projects in East Africa.

He won five awards while serving on the religion and education beats of the *Nashville Tennessean* for approximately seven years. He also has been a reporter on the *Daily Oklahoman* of Oklahoma City and the Quincy (Illinois) *Herald-Whig*, and was news editor of the *Yukon (Oklahoma) Sun*. He is the author of a book, four booklets, and 300 magazine articles.

Carty has taught journalism at Scarritt College, Nashville, and the Nashville Center of the University of Tennessee.

• The Sadlers gained intensive experience by seventeen years work in Liberia. They lived many of the years at Wozi, a village of 100 houses surrounded by high forests in the interior of the country. They worked among the Loma, a tribe of approximately 30,000 in thirty-two villages.

When they first went to Liberia, no Loma adults could read. Moreover, there was no literature. So the Sadlers supplied the literature—a grammar textbook, a primer, easy-to-read booklets, a dictionary, and *The Loma Weekly*, the only non-English language newspaper.

The Sadlers themselves wrote approximately 500,000 words in different booklets. They were on village improvement measures, family and child care, health, inspirational matters, fables, adventure tales, or on such trips as “The Sadlers’ ocean voyage with houses—boats—that float.”

• But more, the Sadlers trained Africans to write, got them to prepare some 40,000 words in booklets or in letters to the editor.

By now, the Loma so love to read that they buy 15,000-plus booklets a year. Each month in recent years, the Sadlers produced a new booklet and mimeographed about 1,200 copies. When Africans pay a small amount—rather than being given works free—they read them, treasure them and keep the white ants from eating up the cherished paper.

Now, the Sadlers have moved on to bigger work at Kitwe. Throughout the continent, some 100,000,000 adults cannot read—this figure constitutes approximately 80 per cent of the men and women. The Sadlers show the way by writing some of the primers and the follow-up reading materials. Mrs. Sadler, an artist, prepares the illustrations for the booklets.

• By word and deed, by attitude and activity, the Sadlers represent the best traditions of America. They are good-looking persons with outgoing personalities and warm smiles. Dr. Sadler, set



Dr. Wesley Sadler discusses African journalism with Mrs. Ragmar Udd, missionary from the Assemblies of God of America to Nyasaland. Mrs. Udd was a student in a literacy-literature workshop directed by Dr. Sadler at Kinampanda, Tanganyika. He holds a copy of *Arumeru*, monthly publication issued to the Meru and Arusha tribes in northern Tanganyika.

off by a crew cut, looks like a distinguished, fortyish college professor who hails from Connecticut. Mrs. Sadler, an attractive blonde with a pony tail hairdo, is a Bostonian daughter of a construction engineer who built things overseas. She grew up knowing the significance of appreciating other cultures when a person lives in a foreign land.

In Africa women do 90 per cent of the work; children do the other 10 per cent. Mrs. Sadler herself is quite a worker. In Loma land, she has built three new homes. First, she added a large section to the home she and her family occupied; then she constructed a home for another missionary, and another for a language student.

- The plans were drawn by an American mission builder, who was located in another community, and who gave directions to her when she visited the village. She would describe the progress of the construction and ask the next steps. She did much of the work, and also gave personal supervision to the African laborers who assisted her.

Once she was putting some finishing touches on a home. Two tribesmen passed by the seemingly deserted building. They could not see Mrs. Sadler and were unaware she was present

and in hearing distance. One remarked, "Sadler must have seen this woman work before he married her. This home is really well put together."

Mrs. Sadler has a keen imagination; it takes plenty of ingenuity to be creative on the mission field. She is an artist, a medical aid, a builder, a typist, an operator of a mimeograph machine for booklets and community newspapers, a housewife, and mother of two sons, Kumble, 12, and Kezele, 16.

- Mrs. Sadler has gained respect by a skillful blending of mechanical genius and artistic talent, on the Dark Continent where women traditionally are regarded and treated as second-class citizens. When a woman wins respect, it is a sign of merit. Because African men have seen what a wonderful worker Mrs. Sadler is, her personality, her attitudes, her actions have advanced the cause of womanhood. More and more African men are coming to value their own wives as persons, not as things to be manipulated and exploited. So the personalities of missionaries are having an impact on the cultural patterns of Africa.

Dr. Sadler and Mrs. Sadler are missionaries of the United Lutheran Church of America. In Africa, Sadler is winning respect as a builder of men, Mrs. Sadler as a builder of things.

Once, a native brought his broken rifle to Mrs. Sadler and asked her to fix it. He had confidence she could. And she did.

Another time, twenty natives gathered around Mrs. Sadler, who was repairing a broken mechanical toy. One native said after she mended it:

"Sadler knows books, but his wife can do things."

That's a pretty good combination for two Americans who, by word and deed, spell out the rich African proverb:

"Learning is a light that leads to everything lovely."



One new adult literate teaches an illiterate to read in Liberia.

1961 WARNING from The Wall Street Journal

During the next three months, you will need to keep up to the minute on news affecting your future and the future of your business.

Because the reports in The Wall Street Journal come to you DAILY, you get the fastest possible warning of any new trend that may affect your business and personal income. You get the facts in time to protect your interests or to seize quickly a new profit-making opportunity.

To assure speedy delivery to you anywhere in the United States, The Journal is printed daily in seven cities from coast to coast. You are promptly and reliably informed on every major new development regarding Prices, Taxes, Consumer Buying, Government Spending, Inventories, Financing, Production Trends, Commodities, Securities, Marketing and New Legislation.

The Wall Street Journal has the largest staff of writers on business and finance. It costs \$24 a year, but in order to acquaint you with The Journal, we make this offer: You can get a Trial Subscription for three months for \$7. Just send this ad with check for \$7. Or tell us to bill you. Address: The Wall Street Journal, 44 Broad St., New York 4, N. Y. QM-2

Worth Quoting

Roy E. Larson, chairman of Executive Committee, Time, Inc.: From an address at Boston University.

"If the American press is to be worthy of its own traditions, it must be a source, as well as a transmission belt, of ideas. Ideas often presuppose viewpoints, and viewpoints are perhaps only a shade removed from opinions. In using the words 'viewpoint' and 'opinion,' I am aware that both suffer from a certain ill repute in a considerable segment of modern journalism. . . . But the roots of modern journalism go back much further than this century to a time when the chief purpose of printing the news was to provide a vehicle in which strong opinions could be clearly and ineradicably expressed. Addison and Steele, Tom Paine and the pamphleteers of the American Revolution, these men wrote primarily because they had a point of view to convey and secondarily to tell the news. Far from reluctant to express their opinions, they would have been ashamed rather to hide or obscure any opinions they held strongly."

Reader Versus Listener

By JERE R. HOAR

THAT radio, television, newspaper and magazine reports may be received with varying degrees of trust is a proposition often advanced. But the reasons for faith in a news medium have remained obscure.

In an attempt to explore mass communications media believability and the reasons for it with regard to a specific audience, 200 aged persons in Oxford, Mississippi, were questioned.

- This was the first question asked: "If conflicting information about the same news event came from a daily paper, a weekly paper, a television news program, a radio news program, and a news magazine, in which would you have the most faith?"

The number of respondents who said they would have most faith in a newspaper report was 42 per cent. Twenty per cent said they would have most faith in a daily newspaper story; 12.5 per cent indicated faith in newspapers, unspecified; 9.5 per cent would have most faith in the report of a weekly newspaper.

Thirty per cent of the persons interviewed said they would believe a television report. Ten and one half per cent of respondents mentioned radio, 9 per cent news magazines, and 1.5 per cent gave other responses.

Belief in newspaper reports was more often expressed by men and women in their seventies and eighties (the upper age brackets of the study) than by persons in their sixties. Slightly higher percentages of men and women in their seventies than of other ages said they would have faith in a radio report.

Higher percentages of men and women in their sixties than those of

other ages said they would believe television reports. News magazines also seemed to have received the credence of relatively high percentages of respondents in their sixties.

Responses of "other" and "don't know" came from persons of both sexes in several age and educational classifications.

More persons with graduate school educations than those of other educational attainment said they would believe radio reports. High percentages of those who said they would believe a magazine report were college educated.

Men with high school educations more frequently than persons of other educational attainment said they would believe newspaper reports. However, some who mentioned belief in news-

papers were college and graduate school educated.

A higher percentage of women with high school educations than those who attained other educational levels said they would have most faith in television reports.

- Reasons respondents gave for faith in the reports of a particular medium of communication were varied and sometimes contradictory. But the main reasons seem to have been: Trust in the individuals who wrote or spoke the news; speed or immediacy of the news reporting medium; greater time lag between the event and the report.

Respondents' unrestricted replies to the question, "Why would you believe (medium mentioned)?" were consolidated, when related or similar, into categories. Twenty-eight categories were necessary.

Factors which incited belief in some respondents seemed to lessen it in others. A medium might be believed because it was "newer and hadn't learned to make up lies," while another was believed because it was "older, more established." One source was believed because its reports were "faster," another because it "took more time."

- The man behind the news is important. Nearly 12 per cent of responses emphasized belief in the individual communicator as the crucial link:

I believe in the integrity of the editors of the *Commercial Appeal* . . . believe everything those men (Brinkley and Huntley) say . . . they tell it like they know what they're doing . . . believe this announcer . . . reporters on papers



JERE R. HOAR

are better informed . . . because of my trust in commentators . . . high grade writers and reporters. . . .

- More than 10 per cent of responses indicated belief was fostered by the speed of reports:

. . . can see it almost before it's happened . . . can change reports quickly to fit new information . . . they interrupt programs to tell you . . . you can see it on TV before you can read it in black and white . . . have to be on their toes all the time to be first . . . no matter what program is on they break in and tell you . . . they're right there at the moment it happens to get the story and give it right out. . . .

But the fact that reports of some of the media are slower seems to prompt belief in their care and accuracy. Approximately 10 per cent of the responses was like those which follow:

Magazines wouldn't rush the news in . . . when it appears in a paper, thought and consideration have been put into it . . . paper, generally, next day comes closer to having it right than radio right off . . . paper has more time to authenticate information . . . more time to give to a study of the matter . . . You can't always believe first reports . . . newspapers will give the real, final facts . . . have more time to think out, check up, get material. . . .

- The proximity of the medium and its personnel was a factor stimulating belief approximately 7 per cent of responses indicated:

. . . have more confidence in people I know . . . I know them . . . we just have to believe our own paper . . . they're closest to me . . . they know more about the people here than anyone else . . . they'd be fairer than someone in New York. . . .

The permanence of printed errors in comparison with the transientness of spoken ones, the newspaper practice of calling attention to errors through prominent retractions and corrections, and the fact that readers may have first hand knowledge of local events which are the stock in trade of newspapers, may be responsible for some diminution in faith. Nearly 6 per cent of responses emphasized these factors:

I know they make mistakes on the paper; don't know if they do or not on TV . . . lots of things in newspapers aren't right . . . have read corrections in the paper . . .

BEHIND THE BYLINE

Jere R. Hoar got his first newspaper job at the age of thirteen. He has worked in the back shop and as a reporter, feature writer and editorial writer. Among the newspapers for which he has worked are the *Troy, Alabama, Messenger*; the *Oxford, Mississippi, Eagle*, and the *Journal of Southern Commerce*. For two years he was editor of *The Iowa Publisher*. During his service in the United States Air Force, he was assigned to public information work. He has attended Auburn University, the University of Mississippi, where he is now an associate professor of journalism, and State University of Iowa, where he received a Ph.D. degree in 1959. He is a member of the Jackson, Mississippi Professional Chapter of Sigma Delta Chi.

things in the paper certainly get mixed up . . . papers make boners all the time . . . reporters get things mixed up. . . .

Habit or familiarity accounted for 6.7 per cent of responses. Another 5.5 per cent showed "confidence," "partiality," or "faith," but no tangible reasons were given.

- The personal nature of the medium and the direct relationship between source and recipient were responsible for belief, 4.4 per cent of responses indicated. One respondent expressed it well: "It seems like they're a little closer to us on television—they jump out and tell you."

Three and one half per cent of responses expressed the interviewee's "faith in print." Statements like these were made:

. . . wouldn't hand it in to be printed unless it was right . . .



"Well, how did the 'Old Molder of Public Opinion' fare today?"

think what I read must be so . . . they ought to know it's right before they print it . . . if it's put in the paper and you see it, it's true . . . print's nearer the truth . . . you read it, believe it!

Personal experience with newsmen or stories accounted for 4.4 per cent of the responses. A respondent saw an automobile accident and tested the news story against his memory. A respondent's daughter gave birth to a child and the news story listed the respondent as parent. Two persons interviewed had relatives who witnessed trials given broad newspaper coverage; the relatives' reports differed from newspaper stories.

- Emphasis upon details and broad coverage caused respondents to believe the reports of one or another source, 3.9 per cent of responses revealed.

The durability of newspapers had the effect on some persons interviewed of leading them to believe newspapers must be accurate to have lasted so long. Three and three tenths per cent of the replies were like this:

It's a big, old organization . . . permanent . . . older and more reliable . . . established; they feel responsible for what they put out . . . newspapers have been around longer . . . more established. . . .

Some few responses, in each case less than 3 per cent, indicated the following reasons for belief:

Faith in radio, .5 per cent; faith in television, 1.6 per cent; better research, 1.6 per cent; shows the scene, .5 per cent; effectiveness of the spoken word, 1.1 per cent; permanency of print, 1.1 per cent; objectivity, 1.6 per cent; medium newer, 1.6 per cent; availability, 2.7 per cent; government authority, 1.6 per cent; can't afford mistakes, 1.1 per cent; no reason to lie, .5 per cent; television faults, 2.7 per cent; radio errors, .5 per cent; they're all alike, .5 per cent; believe nothing, 1.6 per cent.

- The data presented are based upon the replies to questions asked 200 persons 60 years of age and more in Oxford, Mississippi. They were interviewed in 1957 after a private census established the universe and random selection was made. No eligible respondent refused, ultimately, to be interviewed and all questionnaires from eligible respondents were usable. The number interviewed represented 62 per cent of the universe.

Since multiple responses were allowed to the question involving reasons for belief, percentages shown represent a proportion of responses, not of respondents.

Campus News Can Rate the Front Page

By JACK DETWEILER



JACK DETWEILER

THE college campus is my beat, and it is far from an ivory tower existence.

In two years I've found it a rich source for "hard" news and entertaining features as well as for a great number of interpretive pieces.

The state's major seat of learning, in my opinion, ranks second only to its seat of government as a source of news. If this premise is true, it is also one of the most neglected sources of news today.

Every good-sized daily in Florida has at least one staffer in the state capital to supplement the coverage furnished by a half-dozen wire service representatives. Coverage of the state's largest university is left largely to part-time student stringers, the University News Bureau, and occasional trips by reporters to the campus.

I would guess the picture is much the same elsewhere.

- A quick check of the coverage given our universities today will show a disproportionate share appears on the sports pages. Yet, I can think of at least four good reasons for more complete coverage of what's going on at the other end of the campus:

1. Higher education plays a vital role in many of the important questions facing us today, including our national survival.

2. Our colleges and universities represent a multi-million dollar investment by the American taxpayer, who ought to be informed on how his money is being spent.

3. College life, embracing the achievements, antics and aspirations of America's youth as well as the fond memories of its elders, is high in human interest appeal.

4. The college campus is a magnet which draws hundreds of diverse authorities, research findings, articulate citizens and distinguished visitors together in a convenient package for the reporter to get at them.

If I appear to be sold on the type of news that originates on the campus, I am even more enthusiastic about the job of digging it out. For sheer variety and day-to-day enjoyment, it has no equal. Any dull days I've experienced in covering the University of Florida can be attributed either to laziness or lack of resourcefulness.

- I find that I am not only acquiring an entering wedge into a number of valuable specialties, but I am also continuing to enjoy the change-of-pace challenge of general reporting.

After two years I'm getting to feel at home at a party raid (be discreet in taking pictures, rioters often feel unkindly towards cameramen) as well as talking to nuclear physicists (if you come across one you understand, take him along when you interview others).

We've been warned for years that our colleges would be facing a crisis when the "war babies" became old enough to enroll. Now that the first wave is arriving, I can find little in the way of follow-up coverage in most newspapers on what is actually taking place. Each fall we dutifully print the new record in enrollment figures, but there is little digging behind the story.

Crowded classrooms and overtaxed facilities at many universities mean that

students are finding it harder to get in, harder to stay in, and (according to some men who should know) harder to get an education if they do stay in.

It was front page news (to the *Tampa Tribune*, at least) when the University of Florida found it necessary to teach its beginning Spanish course in one class of 200 students. One of the admitted purposes of such a large class was to weed out poorer students from advanced sections. This policy lends credence to charges that passing grades may depend more upon the accommodations of the advanced course classrooms than on the proficiency of the students.

Similar situations exist elsewhere in the university. Russians is being taught in classes of fifty students. One-third of the introductory math courses is being taught by unsupervised graduate students. The laboratory was dropped from the principal introductory course in chemistry.

- On the brighter side, there is also a follow-up story on what is being done with gifted students who received accelerated training in high schools. In an effort to maintain this speeded intellectual pace, the University of Florida is encouraging these students to skip introductory courses or enter special "honors sections" created to handle them.

In the midst of the national post-Sputnik debates on educating these gifted children, I interviewed over twenty-five key faculty members and attended numerous classes and lectures on the subject before "localizing" the story for Florida in a five-article series.

The series treated conflicting theories on educating gifted children from elementary schools through college and traced developments in this field on all levels of education in the state.

Another series of articles revealed Florida's role in the expanding field of nuclear research. I interviewed over

BEHIND THE BYLINE

Jack Detweiler has worked in Gainesville, Florida, for the *Tampa Morning Tribune* since January, 1958. Previously, he was a reporter for the weekly *Bradford County Telegraph* in Starke, Florida, and the *Orlando Sentinel-Star*. He was a journalism graduate of the University of Florida in 1952 and received a master's degree in journalism at the University of Illinois in 1956. He is currently president of the North Florida professional chapter of Sigma Delta Chi.

thirty faculty members in various areas of research, and read scores of articles on the subject. The six articles covered Florida's nuclear research goals and accomplishments in agriculture, chemistry and physics, engineering, medical "tracer" experiments, medical therapy, and genetics.

The series brought out that atomic radiation is proving a valuable tool in changing the color of chrysanthemums for Florida's cut flower industry and in analysing the effect of snake bites, as well as making its more publicized contribution to the art of warfare.

- The state university campus offers a prime opportunity to give such science news, usually written on a national level, the "local angle" that we have traditionally sought to make stories more meaningful.

The day-to-day coverage of the college campus falls more into the "hard" news variety.

The violent death story which is more or less routine fare for the city-side reporter assumes additional pathos when it involves a young university student—and when college students die violently, it is generally very, very violently.

Three students killed as their speeding car leaves the road! Two die as light plane crashes in fog! Student shoots himself in love "quadrangle"! Three students electrocuted putting up a TV antenna in the dark! These stories occurred along with several other less spectacular deaths in a nine-month school year.

Suicides (four in two years) reached the point that the university installed special psychological tests to help spot students with emotional problems.

- Among these stories were two highly sensational episodes which probably rank in the "once in a lifetime" category even for campus reporters.

In one instance a coed secretly gave birth to a child in a dormitory and three days later deposited its body in a box on the steps of the university auditorium. Word of her pregnancy (supposedly concealed from her family, friends and even her roommate) finally leaked out through the campus grapevine at about the time when police had exhausted all other leads to the baby's identity.

The story was universally "played down," chiefly because a coroner's jury ruled that the baby died of natural causes. The sympathetic verdict came after the jury heard a transcript in which the girl told police she was attempting to conceal the shame of her rape by a stranger in her faraway home state. The incident ended quietly when the girl dropped out of school and returned home.

The second sensational case was more of the front page variety. It involved an investigation of homosexuals among university faculty members and students by a legislative investigating committee.

- The investigation proceeded for weeks amid charges and counter charges. Although those in authority kept tight lipped on the secret hearings, a number of "leaks" from various sources kept the pot boiling. It finally came to a head when the university president announced the firing of fourteen faculty members.

On only three occasions (outside of the normal homecoming weekend influx) have I found myself surrounded by reporters and photographers from most of Florida's major newspapers.

The first was September 15, 1958, when George H. Starke became the first Negro to enroll at the University of Florida in its 105-year history. Although we were all on equal footing that day, I had months of background on the integration story behind me. In fact, I was even subpoenaed as an unused witness in the federal court case which finally opened the University's graduate schools to Negroes.

- The second time I had plenty of company was on January 9, 1960, when Florida named former Georgia Tech Assistant Coach Ray Graves as its new head coach and athletic director. The third was five days later when Vice President Richard Nixon, making his first major talk since he announced he would be a candidate for the presidency, came to the campus for a question-and-answer lecture.

Although not connected directly with sports, I found that my "on the spot" location served me well during the changing of the coaching guard. When the news broke that former Head Coach Bob Woodruff had been asked to resign, I was lucky and quick-footed enough to be in his outer office before the news was broken to his staff.

No one was talking much that morning, but the step-by-step account of how mouths dropped and eyes reddened in sadness made a top sidebar for the sports page.

- My contacts on the academic side of the campus provided additional sidebar material on the coaching turnover, although I found myself playing second fiddle to sports writers across the state when it came to speculative pieces about who the new coach might be. I found my regular sources were either too "official" to be tipsters or too remote from the football scene to recognize a prospective coach if they bumped into him.

Although the views of a college president are generally most sought by reporters during such times as the coaching change, his opinion generally rates a news story on almost any topic of current interest. Next to the governor and possibly a few other top politicians, he is probably one of the best known personages in the state. (At least he should be, if news on higher education is given its due.)

One of the bonus features of university coverage is the dozens of statewide conferences, legislative committee meetings, or other events that take place on or near the campus. School superintendents, city managers, business leaders and others often come to a state meeting to "let their hair down" among their colleagues—often not realizing there is a reporter in their midst until it is too late. These conferences provide valuable insight into state problems that have not been previously aired in public.

- A permanently stationed reporter who can gain the confidence of university faculty members also opens doors to important "internal" conflicts in higher education that might not otherwise be made public.

Several stories I've written recently have centered around "productivity" on the campus, a term which is normally thought to be reserved for factories. Legislators, auditors, board of control members, and some administrators are seeking means to ease the growing tax burden of higher education through increasing the efficiency of the universities. They generally refer to "productivity" in such terms as the number of student semester hours taught per teacher and the number of chairs occupied per room.

A few vocal professors have countered that many steps taken to increase efficiency may make it look like the taxpayer is getting more for his higher education dollar but they are actually reducing the effectiveness of the teacher and student. They maintain quality is being sacrificed for the sake of quantity, reducing the value of the education which the taxpayer is supporting.

- Every time the State Board of Control meets to set policy for Florida's four public universities there are generally three or four stories of key interest to every citizen in the state, at least one of which is Page One caliber. Often these stories are missed or inadequately interpreted because of the lack of background on the part of reporters covering the meeting. The *Tribune* has made it a practice to assign one man to follow the board about the state for each of its meetings so that

(Turn to page 23)

In an Era When Editors Were a Hardy Breed

By WARREN FEIST

IN the public forum columns of metropolitan dailies and on the telephones of country newspaper editors comes the same common complaint:

"You only print the bad, never the good; sensationalism, that's what you writers like; yellow journalism; always airing the community's dirty linen on your front page!"

And, in many quarters, editors are viewed askance . . . a breed apart, half devil and half crystal ball gazer with an almost vicious penchant for removing hide, by the full acre, from unblemished backs.

But, comparing them with their salt-of-the-earth counterparts in American journalism of the late 1800's, today's editors don't stack up in the "speak your piece" department.

• Today's editors are pansies—but then they live longer.

Typical editor of his pioneer American times, perhaps, was Alvah Eastman who, in the 1880's, was in his top form as owner of the *Anoka Herald*, in Anoka, Minnesota.

Like his contemporaries Eastman wrote in no uncertain terms, a true scourge of the iniquitous. His fire and brimstone weekly newspaper, still in existence today, was not the exception of the times. It was the rule.

Eastman was not above a knock-down, drag-out fight with public officials, saloon keepers, frowzy women or the competing newspaper in town.

In a December issue of his newspaper in 1886, the sulphureous editor needled his national representatives

with: "The country is again in great danger. Congress meets Monday."

In the same issue he took out after the city council. At that time downtown Anoka boasted wooden sidewalks . . . the few there were. Water splashing from roofs showered shoppers below. The city fathers took action and Eastman took note of it with this bit of cautery:

"Anoka will soon have something of a novelty in the way of elevated sidewalks. At Monday's session of our city Solons it was voted that the eavespouts must conduct the water under the sidewalks, and this can be accomplished only by building the sidewalks above the eaves.

"As the council has ordered, so let it be," he snidely concluded.

Earlier that year Editor Eastman taunted city police with a detailed story of a prisoner outsmarting his jailer.

The cop who worked the night shift was in the habit of bringing his lunch pail to the jail. For several nights when he reached for his pail, it was gone. The mystery was finally solved. An eighteen-year-old thief in the clink was somehow able to get the jailer's keys at his pleasure. When the jailer stepped out for a moment, the lad would unlock his cell and swipe the jailer's lunch.

• Maybe he wouldn't have ever been discovered but one night he decided to take off. Before leaving he lifted a watch from a jailed drunk, stole the chief's revolver and billy, swiped a horse and buggy and took his leave.



WARREN FEIST

Eastman closed his account with this little poem:

"There is a policeman in our town,
"And he is wondrous 'fly';
"He'll run in a drunk without a frown,
"While the jail bird eats his pie."

• Like his fellow editors, Eastman took his politics personally. He left no doubt that he was a Republican.

When Democratic United States President Grover Cleveland took a bride, the *Herald* editor couldn't pass up the chance for a dig:

"Probably every newspaper in the United States will extend congratulations to Grover, our president, upon his marriage to Miss Frank Fulson . . . except the *Herald*," he wrote. "And the *Herald* wants to real bad . . . but it hasn't the cheek to wish him joy for being yoked for life with a woman who will eat onions on the day they are spliced. Grove, old boy, it's too bad, even if you are a Democrat," was Eastman's wedding sympathy to the President.

• But all was not politics for sharpened Alvah. He liked sports, too.

One year the St. Paul baseball club, in Minnesota's capital city twenty-five miles from Anoka, was having a particularly tough season. Eastman had little use for the old St. Paul *Globe* and saw in this an opportunity to turn the knife a few times.

"The St. Paul baseball club has not succeeded in winning a single game up to the time of going to press," the editor mused. "Their excuse is that in case they capture a game, the *Globe* will publish their pictures, and rather than suffer the infliction, they will lose every blasted game if it takes all summer."

Eastman's contempt for the *Globe*

(Turn to page 23)



HENRY SUROWSKI

J. School Grad Tells

What Industry Offers Reporters

By HENRY SUROWSKI

This article presents the viewpoint of a journalism graduate who moved over to industry and explains the training courses industry now offers to newsmen.

"BUTCH JOHNSON Falls Down Steps and Breaks Arm," my banner headline read on all eight of my hand-printed neighborhood newspapers.

When I wrote that headline and its story, I was in the sixth grade of grammar school. The story, given to me in minute detail by one of my fourth-grade reporters, seemed to be especially good since seven-year-old Butch was "notoriously" known throughout the block.

There was only one thing wrong with that headline . . . it wasn't true. My back-side later attested to that fact after my Dad received a phone call from Mrs. Johnson, who had received no less than a dozen phone calls from mothers in the neighborhood. So, comparing myself with Elijah P. Lovejoy, I rubbed the sting out of my back-side and was more determined than ever to follow the field of journalism . . . and its pursuit of truth.

- My determination increased with age to such an extent that, when I was an undergraduate, I almost came to blows with a public relations man at the 1957 Sigma Delta Chi Convention in Houston over the issue regarding advertising and public relations people in our society.

Now, after majoring in journalism and receiving a B.S. degree in 1958,

I'm working in the General Electric Company's Advertising and Public Relations Training Program.

Why the switch?

It wasn't made overnight. Of the several factors that brought it about, three carried the most weight: one, I heard too many "old pros" in the newspaper field tell me to get out of journalism and into something that paid more money; two, I was interested in my future; and three, I found that for those who love to write, there are other professions which pay more money, have better futures, and still adhere to the high grade of principles taught in the journalism schools.

- But why advertising and public relations? First of all, I found that many companies do not deal with as many half-truths as I had thought. Their objective is merely to present a true picture of their company and its products to the public. Secondly, in so doing, they encourage creative writing and thinking and are willing to pay good salaries to achieve it.

Through extensive investigation, I found that General Electric was just such a company and it was one of the few United States companies that offered a formal advertising and public relations training program. The program, which dates back to 1947 and is the oldest of its kind in the country, was established to enable General Electric to obtain responsible men who would be immediately productive while they are being trained for higher level positions.

- To illustrate, a trainee enters the program and is given a job in one of

the many advertising departments. He may work in the technical publications section editing proposals for defense contracts which the Company presents to the government. In the long run, General Electric hopes to train him to step into one of the hundreds of advertising executive positions which will be vacated or created with the expansion of business within the next ten years.

No matter what the trainee's assignment may be, he is immediately given a specific written job description and assigned a definite area of responsibility. This coincides with General Electric's decentralization policy in-

BEHIND THE BYLINE

Henry (Si) Surowski went to work for the Louisville, Kentucky, *Courier-Journal* as a part time sports writer while attending the University of Louisville in 1954. He worked as a sports writer for the Carbondale, Illinois, *Southern Illinoian* for three years while completing his studies at Southern Illinois University, from which he was graduated in 1958. During his two years of military service he was sports editor of *Inside the Turret*, the weekly newspaper of Fort Knox, Kentucky. During that period he also contributed sports stories to the *Louisville Times*, and Sunday articles to the *Courier Journal*. He joined General Electric last year and in addition to his work in the company's training program described in this article, he is night city editor of the Schenectady, New York, *Union Star*.

initiated in the early 1950's. One of the basic philosophies of this policy is to allow men to make decisions on the lowest level possible. Thus, a trainee realizes it is up to him how far he eventually goes in a company that is the nation's largest industrial advertiser, the fifth largest manufacturer, and the third largest employer.

To get the caliber of men desired for this program, General Electric is willing to pay the cost. It costs the company approximately \$400 to recruit each trainee and, once recruited, \$20 per trainee for each of the twelve training subjects covered. The starting annual salary ranges between \$5,500 and \$6,000, depending upon the individual's experience.

- The what and where of the trainee's first assignment are mapped out before he is notified that he has been accepted. However, whenever possible, the APR man is assigned to the position and location of his choice on future assignments.

Geographically, a trainee is sent to one of four major "areas": The Advertising and Sales Promotion Department in Schenectady, N. Y.; one of the sixteen district advertising and sales promotion offices; one of the 126 product departments through the country; or to the "Adventures in Science" road show, which travels from coast to coast.

When a man enters the program, he can look forward to three years of both classroom and on-the-job training. Although the program is formal, it has a flexible framework and few men go through exactly the same on-the-job training. For example, one trainee may spend a year in the technical publications section, transfer to a product department advertising assignment, and then be assigned a copywriting position. Another trainee may start by working with the "Adventures in Science" road show, go from there to the exhibit operations, and then finish up his training in the News Bureau.

- Although the work assignments vary, the classwork is uniform. The material taught covers all phases of General Electric's advertising and sales promotion in the twelve courses offered.

The curriculum includes eight basic and four creative courses. The basic classes are: Organization—a course designed to give an overall picture of the Company; advertising production—a study of printing processes and their application to advertising; audio-visual communications—a course covering the special techniques for preparing and using all types of visual aids in business; sales methods—which deals with the principles that underlie all selling;

distribution; blueprint reading; and two courses in electrical engineering.

- Courses on the creative level include: copywriting—a workshop class in the planning and preparation of effective advertising and sales promotion, emphasizing practice in techniques of writing for various kinds of media; campaign planning—which covers the fundamental principles of industrial marketing and the formulation and planning of complete advertising and sales promotion campaigns; creative imagination—which is designed to explore new methods of idea generation; and effective presentation—which covers the preparation and organization of effective public speaking.

The importance given to the classroom work can be summed up with an example of a typical campaign planning class. It consists of sixteen sessions, starting with a review of business economics and factors in the distribution of goods. Then the APR trainees are exposed to the advertising and promotional tools at their disposal, which means virtually every tool in the business, and set out on their own in teams of four to come up with a comprehensive campaign plan for a new General Electric product.

The teams, in competition, present their plans at the end of the semester to the General Electric personnel concerned with that product. On many occasions, the trainees' ideas have been ultimately incorporated into the actual marketing plan of the new product.

- To broaden a trainee's experience on the job, he is usually given an assignment in an area with which he is unfamiliar. For example, a journalism news major would not normally work in the News Bureau, at least not during his training program.

As the extensive training a man receives is no secret throughout industry, many advertising agencies make lucrative offers to those graduating from the program. However, over the years, only five per cent of the graduates have been lured away from the company, even though APR men know they can do well on the outside and there are no contracts binding them to the company.

Good examples of those who have left and have done well include Henry Schachte, who is advertising vice president of Lever Bros. and the Manhattan advertising agency named for the three ex-APR men who founded it—Muller, Jordan and Herrick. These three APR graduates left the company in 1955 and in two years had a bona fide ad agency with six accounts and a twelve-man staff which billed close to \$1,000,000.

Why, then, haven't more graduates



Advertising and public relations men receive on-the-job training, supervised by experienced industrial advertising personnel. Here, a trainee receives instructions from his supervisor and his visualizer on laying out a space advertisement.

left the company? They haven't because they need only to look at the many graduates who hold key positions within the company to see that the future is just as bright or brighter with General Electric. Of those who have left and have become successful, most can attribute a great part of their success to the training program, and are devout, but unpaid, public relations men for General Electric.

Through experience, General Electric has found that outstanding communicators make outstanding advertising personnel. Once each year, usually in the spring, representatives from the company invade the campuses and they get their share of these outstanding communicators. With the program they have to offer, they have a strong selling point. It is so strong that General Electric receives applications from between 2,500 and 3,000 college graduates each year. Of these, only an average of thirty-eight are accepted.

- Less than twenty per cent of all United States companies offer such a program, but more and more are following General Electric's training policy each year. Where are the men coming from for these programs? They will be yearbook editors, campus newspaper editors, and English, journalism, or radio-TV majors from colleges and universities throughout the country.

Your Apostrophes May Be Showing

(Continued from page 11)

The great break-through against the apostrophe is in names of organizations and institutions (Elks Club, teachers college). Rule books are well agreed on which apostrophes to omit, but not so well agreed on reasons given. One book says the apostrophe is omitted in plurals "where the possessive case is implied," whereas another explains that the apostrophe is omitted "when the nouns are adjectival without any real possessive sense." A third says you "follow the style of the organization itself with regard to possessives," and "when in doubt as to the organization's style omit the apostrophe." This is typical, and seems to assume that the editor will have done research on usages of thousands of associations, schools, societies, publications, etc.

- *Readers Digest* is given as an example. But the *Digest* itself uses *Reader's Digest* on its cover, running head, promotional material—everywhere except in its registered trade mark, *Readers Digest*.

The government *Style Manual* says "an apostrophe is not used if ownership is not indicated, except when the plural does not end in *s* (children's hospital, citizens association, Young Men's Christian Association). Most rule books reject such forms as mens, womans, childrens, etc. So they prescribe Actors Equity Association, but Woman's Christian Temperance Union; Veterans Hospital, but Children's Hospital. The distinction made between Young Men's Christian Association and Teamsters Union is not that the young men own their organization while the teamsters do not. The distinction is that Men's cannot be anything but a possessive, whereas Teamsters can be a possessive disguised as a non-possessive plural.

- However, one commentator (G. H. Vallins: *Good English: How to Write It*) goes all the way and recommends Womens Institute along with Boys School and Miners Federation. Vallins points out that in many of these cases there is no real possessive sense. The teachers don't own the college, the children don't own the hospital, the young men don't own the association. But these institutions are *for* the teachers, *for* the children and *for* the young men. Yet this relationship is properly

expressed in English by the possessive. There are nine or ten such non-ownership relationships expressed in English either by *of*, or by the possessive. Grammarians say these constructions are the equivalent of genitives in older English or foreign languages.

- Helping to oust the possessive and its apostrophe is the English use of nouns as adjectives. Take, for instance, the title, *Government Printing Office Style Manual*. Here are five nouns strung together, four of them used as modifiers. Service station restaurant is similar. Laundry Workers Union and Teachers College can be construed in the same way. But Longshoremen's Union cannot, because neither Longshoremen's Union nor Longshoremen Union is acceptable. Thus words with irregular plurals (not ending in *s*) tend to show that the construction, especially in names of organizations, is inherently possessive. But the noun-as-adjective construction is recognized usage (states rights, civil rights bill).

A dollar's worth, a year's work, two weeks' vacation are expressions of measure corresponding to one of the old genitives. In the plural they sometimes masquerade as noun-adjective combinations: two dollars worth, three years work, two weeks vacation. This construction is recognized as accepted usage. But a good test of the real relationship is to change it to the singular. Then, as a noun-adjective series, it becomes: a dollar worth, a year work, a week vacation. This plainly is unacceptable. Logical construction is a dollar's worth, a year's work, a week's vacation; and in the plural, two dollars' worth, two years' work, two weeks' vacation. However, where the adjective-noun construction is acceptable in the singular (a one dollar value, a one year assignment, a one week vacation), then the plural is a two dollar value, a two year assignment, a two week vacation. That there can be confusion seems not surprising. Omission of the apostrophe is a natural, if not always logical, solution.

- Expressions like boys' tournaments, drivers' licenses and ministers' meetings resemble names of organizations. But omission of these apostrophes leads to new uncertainties farther out in the

BEHIND THE BYLINE

Edward F. Mason has pursued the apostrophe relentlessly through nearly forty years of teaching journalism at the University of Idaho and the State University of Iowa. He is a graduate of Whitman College, the Pulitzer School of Journalism at Columbia, and has a master's degree from Idaho. He was initiated into Sigma Delta Chi at Iowa, and is an associate professor emeritus there. He was a reporter on the Yakima, Washington, *Daily Republic* and the old Tacoma *Tribune*, a copy reader on the Philadelphia *Public Ledger* and city editor of the Boise, Idaho, *Daily Statesman*. He organized the journalism major at the University of Idaho and the pictorial journalism major at Iowa City, and was editor of the *Iowa Publisher* for more than nineteen years. He is now editing the 1961 *Iowa Official Register*. He is married, has one son and four grandchildren. (Middle name is Files.)

direction of discarding the apostrophe entirely. Take these cases:

Boys' tournament: this is a correct, established possessive indicating either ownership or service (for the boys).

Boys tournament: can be construed as an adjectival use of *boys*, and a move toward simplification.

Drivers' licenses: correct plural possessive.

Driver's license: correct singular possessive.

Drivers licenses: adjectival plural.

Driver license: adjectival singular.

Drivers license: arbitrary omission of apostrophe; an error, or in the van of simplified punctuation.

When the editor goes so far as to accept drivers license he has let down the bars to such expressions as *his* parents home and the youngsters background, and has taken a long step toward dropping the apostrophe entirely. Where will he draw the line?

- A verb form ending in *ing* traditionally takes a noun with or without the apostrophe, according to the meaning. (He welcomed Khrushchev's coming to New York. He welcomed Khrushchev coming down the ramp.) The difference in emphasis often is difficult to discern, but two distinct grammatical concepts are involved. In Khrushchev's coming the noun qualifies the verb. In Khrushchev coming the verb qualifies the noun. To clarify this distinction, pronouns are helpful. (I saw them speeding along the highway. I condemned their speeding along the highway. I saw the boys speeding. I condemned the boys' speeding.)

Usage tends to eliminate the possessive from this *ing* (gerund) construction. A textbook accepts: "What was the reason for Bennett making that disturbance?" And newspapers have: "... against his colleagues committing themselves," also "... purpose of high officials attending dinners," and "... without any incident taking place." However, the *Reader's Digest* has "... will lead to more than a million Americans' applying for passports in 1961," and "the prospects of Russians' discussing. . . ."

- Some authorities insist that simplification is progress. They believe that English usage can be left more safely to English users than to rule makers. One author even suggests that teachers

and proof readers are nuisances in this field. Even so, there is pleasure and profit to be derived from studying the newspapers to see how far we have come and to guess whither we are going. In the long run, the usage promulgated by the American newspapers will be the usage adopted by the American people.

Meanwhile, copy readers and proof readers, in their perpetual tournament, can continue to play such trumps as Johns Hopkins, Court of St. James's, Capper's Farmer, Wallaces' Farmer, Harper's Magazine, and Harpers Ferry. And editors and printers can pray that if expressions like Workmens' Compensation Commission and childrens' court do get into type, they will at least not appear between hard covers.

In an Era When Editors Were a Hardy Breed

(Continued from page 19)

probably stemmed from an incident he experienced earlier. He had gone to St. Paul to witness a criminal trial. In those days newspapers had no cameras. When they wanted a picture they sent an artist to do a quick pen sketch. Eastman seated himself fairly close to the criminals being tried.

A *Globe* artist stepped forward and furiously sketched the group of accused men. Next day, the *Globe* came out with a story on the trial and sketches of those who had "done the dastardly deed." And Eastman was right in there with "the boys."

The following week he blasted the *Globe* with unbridled condemnation.

But it wasn't half as unbridled as the remarks he shot at his local competition when, in its columns, it ran a "letter to the editor" that was signed "A *Herald* Subscriber."

- Eastman became infuriated and, on his front page, vehemently denied that such a letter could possibly appear in his competitor's paper and be written by a paid-up *Herald* subscriber.

"Evidently one of those pusillanimous skunks who is too mean to pay for the paper he reads," opined Eastman.

As far as sensationalism and playing up morbid details is concerned, Editor Eastman and his colleagues of the quill would have curled the hair and turned up the toenails of modern newspaper critics.

Diphtheria broke out in a neighboring township and, in reporting it, he related a doctor's description of what

was found in one of the stricken homes to which he was called.

"Two of the children lay sick in the corner of the room, with only a dirty quilt or two between them and the hard floor, sweltering in the hot and fetid atmosphere, the blood and foam oozing from their mouths, and being pestered with the flies that would creep over their faces, eating a little of the blood and then dropping dead almost instantly, so thoroughly had the poisonous diphtheria done its work."

- People in that township became very much aroused during the epidemic because a minister held public services

for a diphtheria victim after the town board prohibited it.

"This modern Balaam ought to be taught a little sense by an ass," Eastman advised in print, "and it would not be necessary to have a miracle. It could use its heels."

- But no matter what the townsfolk might have thought about their editor's candid and usually unflattering remarks, they had to admit he often leveled them in the interest of a good cause.

One local young man had a serious fall, from the effects of which he later died. Eastman learned that, shortly before the mishap, the young man had loaned \$25 to "a friend" who refused to repay the loan to the victim's mother.

Out came the pen and, choosing his most select bottle of acid reserved for the morally defective, Eastman wrote: "It will be the pleasant duty of the *Herald* to give the public this man's name, that he may be presented with an overcoat of tar and feathers and escorted to the sands of Bunker lake on the razor edge of a rail." The following week he reported that the mother had collected the bill.

And so it went back in the old days. Newspapers have long since toned down, probably all for the good.

The old breed of crusading editor seems to be a thing of the past. Why? Well, times have changed. Or maybe the oldtimers would say today's editors are pansies.

Campus Beat

(Continued from page 18)

its deliberations can be interpreted in the light of what has gone before.

In my own coverage of these meetings, I have watched irregularly assigned wire service men and local reporters squirm with bewilderment as the board plows through its mammoth agenda with a minimum of explanation. The confusion is often still evident the next day when their stories hit the streets.

- The additional cost involved in the full-time staffing of the campus is an imposing factor. More times than I care to relate I have been forced to answer the question: "Is that all you do?"

Yet (from an admittedly prejudiced point of view) the rewards are great; the investment is well worthwhile, and the responsibility for giving full, competent coverage to the vital area of higher education is one which a conscientious press can no longer neglect or ignore.

BEHIND THE BYLINE

After ten years of work on three Minnesota newspapers, two weeklies and one daily, **Warren Feist** is now supervisor of employe publications for the Minnesota Mining and Manufacturing Company in St. Paul, Minnesota, where he has charge of four newspapers and one quarterly magazine. He was graduated from the University of Minnesota School of Journalism in 1949 and served in the United States Navy for three and a half years during World War II, most of it in the South Pacific. He published the *Anoka Herald* in Minnesota for several years, selling it last year to the *Anoka County Union*. He is a charter member of the Minnesota Professional Chapter of Sigma Delta Chi, is married and has three children.

The Book Beat

Times Anthology

THE New York Times Magazine deserves the respect it commands as tops in its field. Much of the credit for its consistent high standard of excellence must go to the man who has directed it since 1923—Lester Markel. He has selected the articles from the Times Magazine which appear in "Background and Foreground" (Channel Press, Inc., Great Neck, New York, \$5), and has written the foreword and the ten chapter introductions.

It should be noted at the outset that his comments provide some of the best writing in this anthology. In his foreword he gives the reader some of his own philosophy of editing, advice for writers and some pungent comments on our times.

The articles included in the anthology range in time of publication from 1926 to 1960 and in subject matter from the world scene to the foibles of our times. Among the authors are such well known names as Jawaharlal Nehru, Julian Huxley, Albert Einstein, Arnold J. Toynbee, Bruce Catton, James Thurber and Rebecca West.

Mr. Markel emphasizes in his foreword that the articles selected are basically news articles, "encompassing the broader trend of events, the continuing news, the recording and appraisal of the currents that are discernible in the far-from-pacific ocean that is the world today." There are pieces to be read for sheer enjoyment and articles that provide background information for editorial writers. For the student of good writing and editing, it offers excellent examples. The title is appropriate, for it is both a vivid evocation of the past and a thoughtful appraisal of some of the ideas and events which will shape the future.

This is a stimulating anthology and one which deserves a place on every newspaperman's bookshelf.

—C. C. C.

Magazine Editors

TWO former *Collier's* men, Walter Davenport and James C. Derieux have turned out a whopping good book all about magazine editors and the magazines they made famous. The book, "Ladies, Gentlemen and Editors" (Doubleday and Co., Garden City, N. Y., \$4.95) is intensely readable and if, in part, it lacks scholarship, so what—it's exciting, interest-

ing and chuck full of repeatable anecdotes.

The authors begin with B. Franklin's *General Magazine and Historical Chronicle for All the British Plantations* and wind up with the *Saturday Evening Post*. In between are magazines for every taste—or tastelessness—including *Frank Leslie's Illustrated News*, the forerunner of today's picture magazines; *McClure's*, which gave an author five years to research a story on Standard Oil and sent Lincoln Steffens to report on the "Shame of the Cities," and *The Liberator*, whose William Lloyd Garrison is criticized for not learning that "straight reporting gets more results than editorial moralizing."

Two outstanding chapters deal with the *Ladies Home Journal* and the *Saturday Evening Post*. Edward Bok, who made the *Journal* the eminent magazine it is today, exposed many social injustices of the times and was the first editor to ban patent medicine advertising, despite a major revenue loss.

George Lorimer took over the *Post* when it was the powerful *Journal's* little brother and in a few years made it an equal. The *Post*, even in its early days, was renowned for its slick writing and stylish stories which brought barbs from intellectuals. Lorimer's reply to critics: "Those who sneer at popular stories usually cannot write . . . them . . . It is the hardest kind of writing, demanding the clearest style. . . . There are no dull subjects, only dull authors."

A legitimate criticism is that the authors omit two of the most colorful editors: Mencken of the *American Mercury* and Harold Ross of *The New Yorker*.

Aside from that, the book is first rate.

—ROBERT G. TRAUTMAN

Ad Layout

A REVIEW of the basic principles of ad layout and copywriting is presented in a new Edmund Arnold volume, "Profitable Newspaper Advertising" (Harper & Bros., New York, \$4.50). The book would make a good guide to the retailer in planning an advertising program. Subjects covered range from typography, to the finer points of how to plan for best advertising results. As in his previous book, "Functional Newspaper Design," the author stresses simplicity and functionalism as main points in good display.

A generous number of illustrations and examples adds to the value of this handbook. Arnold's convenient method of using stars to introduce basic ideas makes reference to portions of the book simple. The author is an associate editor of *THE QUILL*.

—MARLAN D. NELSON

Western Style

O. HENRY found rich grist for his typewriter in Baghdad-on-the-subway—a field exploited later by the late O. O. McIntyre, Walter Winchell, Earl Wilson and many others. Don Dederer offers impressive evidence in "A Mile in His Moccasins" (McGraw Printing Company, Phoenix, Arizona, \$4) that there are stories just as fascinating to be found in Arizona. Presented within its covers is a collection of some of his daily columns in the Phoenix, Arizona, *Republic*, and they make intriguing reading.

He writes about people, ordinary people, and of their triumphs and tragedies. Some of his yarns tug at the heart strings; others encourage a hearty chuckle. He has the knack of making his people come alive in a few short paragraphs. It is understandable why his work won the Ernie Pyle Memorial Award, for he writes with the warmth and the understanding of human frailties which distinguished Ernie Pyle's stories in World War II.

For the young reporter learning his trade this collection offers an excellent example of good reporting and simplicity of style. The difference between a good reporter and the run-of-the-mill variety is the ability to see a story in ordinary events and ordinary people. The author demonstrates that he possesses this talent in abundant measure.

—C. C. C.

CLASSIFIED ADVERTISING

Rates: Situations Wanted .10 per word; minimum charge \$1.00. Help Wanted and all other classifications .20 per word; minimum charge \$2.00. Display classified at regular display rates. Blind box number identification, add charge for three words. All classified payable in advance by check or money order. No discounts or commissions on classified advertising.

When answering blind ads, please address them as follows: Box Number, *THE QUILL*, 35 E. Wacker Drive, Chicago 1, Ill.

HELP WANTED

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE in the publishing field. Publishers Employment, 469 E. Ohio St., Chicago. Su 7-2255.

WRITERS WANTED for immediate assignments in Business, Professional, Farming Fields. Box 1019, *THE QUILL*.

MISCELLANEOUS

FREE

Job market letter, with list of available jobs and nationwide employment conditions. Bill McKee, Birch Personnel, 67 E. Madison, Chicago, Illinois.



Sigma Delta Chi NEWS

NO. 99

FEBRUARY, 1961

Society "In Danger" on Many Campuses, Says Floyd Arpan

By MIKE McCOY, Indiana University

Indiana University's Prof. Floyd Arpan told delegates at Sigma Delta Chi's second business session that the 51-year-old journalism society was "in danger" on many of the university campuses.

Arpan, elected vice-president in charge of undergraduate development for the society, told the delegates at the New York convention that "many university chapters are suffering from lack of sound direction, lack of professional orientation, lack of money, lack of faculty support, and lack of a 'reason for existing.'"

"On many campuses," Arpan said, "Sigma Delta Chi is not respected. It merely is tolerated."

"Unless the undergraduate chapters are vigorous, financially sound, and of high professional status," he said, "the foundation of Sigma Delta Chi is in danger."

He emphasized that his remarks were not only addressed to the convention delegates, but to all of the organization's members—the members, Arpan said, "who must consider ultimately whether Sigma Delta Chi shall live or die."

Arpan, pointing out that the undergraduate chapters were the "very foundation" of Sigma Delta Chi, said that at a recent journalism meeting, he asked many faculty members if they ever attended the society's chapter meetings at their school. In most cases, he said, the answer was no.

Among the criticisms leveled at the groups were those which said that the sessions were poorly directed and a waste of time, that the organization was primarily a social group, and that the chapter at one school was so busy with financial problems that any professional accomplishments were coincidental.

One school reported, Arpan said, that the chapter gets into trouble with the administration at least once a year for "unethical and improper conduct—chiefly through the publication of a smut newspaper for campus distribution."

And one journalism school dean, Arpan said, told him that he was considering recommending that the chapter at his school give up its charter.

However, the journalism professor said, "professional programming, directed from the national office with suggestions, en-

(Continued on page 27)



Pierre Salinger and Herbert Klein, panelists at New York SDX convention. Tommy Weber



President Newton presents Rep. John E. Moss (Calif.) with SDX Freedom Award. John Nation



Delegates' wives saw fashion shows, and visited Luau 400, swank restaurant. Tommy Weber

1961 Officers and Directors



Tommy Weber

New officers and regional directors are (left to right standing) H. Eugene Goodwin, director, school of journalism, Penn State University, Region 1; R. K. T. Larson, associate editor public service, Norfolk-Portsmouth (Va.) newspapers, Region 2; E. G. Thomas, public information manager, Southern Bell Telephone and Telegraph, Atlanta, Region 3; Warren K. Agee, SDX executive officer; Frank Angelo, managing editor, *Detroit Free Press*, Region 4; Edward Lindsay, editor, *Lindsay-Schaub* newspapers, Decatur, Ill., Region 5; Ralph Sewell, assistant managing editor, *Daily Oklahoman and Times*, Oklahoma City, Region 8; William Kostka, president, *William Kostka and Associates*, and publisher, *Colorado Transcript*, Golden, Colorado, Region 9.

(Left to right seated) Virgil M. Newton, managing editor, *Tampa Tribune*, immediate past national president; Floyd

Arpan, professor of journalism, Indiana University, vice-president for undergraduate affairs; Buren McCormack, vice-president and editorial director, *Wall Street Journal*, first vice president; E. W. (Ted) Scripps II, vice-president Scripps-Howard newspapers, president; and Walter Burroughs, publisher and editorial director, Costa Mesa, Calif., *Globe-Herald*, and the *Newport Harbor Pilot*.

Not pictured: Theodore F. Koop, director, Washington news and public affairs, *CBS*, treasurer; regional directors James Borman, news director, *WCCO*, Minneapolis; Robert M. White II, co-editor and co-publisher, Mexico, Mo., *Ledger*, and president and editor *New York Herald Tribune*; J. E. Knight, editor, *Tacoma News Tribune*; and Raymond L. Spangler, publisher and columnist, Redwood City, Calif., *Tribune*.

Delinquent Members Invited Back

Delinquent Sigma Delta Chi members can now be fully reinstated by paying a \$5 fee plus their 1961 national dues of \$10, it was announced by Warren K. Agee, SDX executive officer.

The \$10 (plus the \$5 fee) will put the members, who were previously dropped from the Society's roles, in good standing until December 31, 1961.

Regardless of when a member was

dropped, or how long he has been in arrears of dues, the \$5 fee will be all he will have to pay to become a member in good standing. The \$10 takes care of his 1961 dues.

Agee plans to send local professional chapters a list of delinquent members who live in their areas. Chapter officers will be urged to locate these ex-members and ask them to return to the Society.

Delinquent members are invited to send their \$15 to the national office, 35 East Wacker Drive, Chicago, Illinois. After their membership has been verified, they will be notified of their new status. The members will also be asked to affiliate with local professional chapters.

It was estimated there are approximately 11,000 delinquent members who have been dropped.

Society "In Danger"

(Continued from page 25)

couragement and leadership, could give new life and vitality to the chapter program."

Arpan, a member of the committee on organization and administration which submitted the McKinsey report to the convention, told the delegates that the study would solve many of the existing problems and would point the way to making the journalism society a "truly great" professional organization.

The McKinsey recommendations, Arpan said, would:

1. give strength where weakness exists now;
2. point up the objectives and goals of the society;
3. provide the direction and inspiration "which are so lacking under the present structure"; and
4. provide adequate financing.

Arpan, who acted as executive director of the society this summer after the resignation of Victor Bluedorn, suggested to the delegates one program that might be used to strengthen the university chapters.

At a combined meeting of the local undergraduate and professional chapters, he said, bring in the politicians, businessmen, labor leaders, and others who are critical of the press.

"Let them speak their piece," Arpan said, "then have your faculty, professional newspapermen, and students reply and discuss and thrash out the issues involved."

Out of the discussions, he said, would come a "vigorous analysis" of the American press and its place in society.

"This will serve," he said, "as an educating force for both the critics and the supporters of the American press."

He added that "it will help break down the barriers between the newsmen and their public; it will also help break down the barriers among the interests of the undergraduate chapters, the faculty, and the working newsmen."

"I am not discouraged," Arpan said, "that we have found the weaknesses of Sigma Delta Chi as it is organized today. Rather, I am grateful that we have discovered those weaknesses before it is too late."

Personals

About Members

The United States Army has produced a film covering the history of the famous *Stars and Stripes* newspaper from the Civil War through the Korean conflict.

Clubs interested in obtaining this 16 mm film should write M/Sgt. Stuart A. Queen, Office, Chief of Information, Department of the Army, Washington 25, D. C.

* * *

J. Arthur Stober has been appointed Director of Special Events for WNHCTV, New Haven, Conn. Since November of 1957, Mr. Stober has been Production Manager for WNHCTV. Prior to this

Future of Newspaper Business Good, Says Turner Catledge

By JOHN HERZOG, University of Colorado

Turner Catledge, managing editor of the *New York Times*, outlined the place American journalism will play in coming years at one of the convention's luncheons.

He stressed the need for young people to take on the many opportunities offered to them in this new journalism. Catledge said the opportunities are there; even though the economic facts of life indicate a trend of dying dailies in large cities, the growth of the suburban communities are encouraging the founding of dailies and weeklies.

In discussing the life and death of today's newspapers Catledge said "Those newspapers, regardless of size, which have skillfully and consistently appealed to the readers' need for news and have, at the same time, been wisely managed, have made great progress."

He pointed out despite rising advertising rates and increased competition advertising incomes of these papers have gone up. Also, the editor continued, circulations have risen despite price increases and the "surging mobility of population."

"True their profits are not as high as formerly. But if you think the value of these newspapers is less, just try to buy one," he contended.

In explaining failures he cited those papers which have less respect for news or have lost the respect of their readers by not progressing. He said, "Several have died in the large cities, where readers are smarter than they used to be. Some are living off the profits of other enterprises."

"I would like to emphasize that these

newspapers are very much in the minority in the general picture and there is a constant increase in the number of newspapers which are a quality success," Catledge pointed out. He said "Name me one bad one, and I will match it with ten good ones."

In discussing the editor's role he said the man must be an astute leader of his staff, and analyst of his community and its people, and a man who contributes to the solving of the economic problems of publishing. "The newspaper man must either be a newspaper man himself or have the good sense to turn the control over to someone who is," he continued.

In regard to the problem facing journalism the director of the *Times* staff said, "We are faced not with the desirability but the absolute necessity of getting better people in our business. And when I say getting them on our papers I mean keeping them there."

He pointed out the dangers of losing competent people in what he termed the middle-years, those years "between the end of formal schooling and the establishment of a solid newspaper career. These are the years in which she or he is either started as writer or editor or derailed on the road to somewhere else," he said.

Catledge urged the members present to keep these middle-years people going "and we can only keep them going by attracting and holding good people."

he was co-owner of Singer-Stober Associates, Inc., Television Film Producers in Miami Beach, Florida. He began his broadcasting career in 1948 at WFIL-TV, Philadelphia, Pennsylvania, first as a member of the studio crew and then as Director of Paul Whitman's "TV Teen Club," "On the Boardwalk," "Ranger Joe Show" and other network television programs originating from Philadelphia. In 1955 he joined WITV, Miami, Florida, as Station Manager and from there went into business for himself. A graduate of Pennsylvania State University, he received a B.A. in journalism and advertising in 1948.

* * *

John Marcham succeeded H. A. Stevenson as editor of the Cornell University (New York) *Alumni News*. Stevenson has been named business manager.

* * *

Robert O. Shipman was named assistant to the dean of the graduate school of journalism at Columbia University. Mr. Shipman, who holds an A.B. degree cum laude from Bowdoin College and

an M.S. from the Columbia University Graduate School of Journalism, was formerly on the staff of *The Christian Science Monitor*. He also has had extensive academic and administrative experience.

For four years Mr. Shipman was a member of the Journalism faculty at the Pennsylvania State University, where he was adviser to the student newspaper and taught news writing and editing and newspaper management.

* * *

The Maxwell M. Geffen Scholarship was awarded by the Columbia University Graduate School of Journalism to William C. Treon.

This scholarship was established by Mr. Geffen, a member of the class of 1916 at the Journalism School, for the student "best qualified in periodical journalism."

Treon majored in English and creative writing at Ohio University, where he was elected to Phi Beta Kappa as a member of the class of 1960. A veteran of the Marine Corps, Treon has written for *Treasure Chest* magazine, a Catholic student publication.

Revise Equal Time Laws, Says Stanton

By BEN J. BURNS
Michigan State University

Dr. Frank Stanton, president of *Columbia Broadcasting System*, pointed out the need for the permanent revision of Section 315 of the Communications Act in the final speech of the 1960 SDX convention.

Section 315 requires broadcasters to give equal time to all candidates of all parties including splinter groups and faddists, according to Stanton.

The section was temporarily suspended for the 1960 presidential election allowing the four TV debates.

Stanton said he felt the debates were an unprecedented step forward in removing from elections the kind of blind voting behavior that is risky in democracies at all times but that could be disastrous in times of crisis.

"There is one great commanding and overwhelming fact about the debates," Stanton said. "For the first time, in our history, partisans of both major political parties saw and heard both candidates and both sides of the issues."

Stanton said that humans are inclined to listen to and support those with whom they agree and this quality is intensified in political action.

"However much color this partisanship brought to the easy-going past, it is a hazardous anachronism in the grim seriousness of today's world," said Stanton, "and we can't afford it."

Stanton said he felt that the debates were responsible for the record turn out of voters and that each candidate benefited by the debates.

According to statistics, quoted by Stanton, the debates attracted approximately 70 per cent more viewers than the average half hour paid political broadcast.

The debates created a more thoughtful voter participation in the elections and essentially what they did for the American voters was to make the candidates known to the people, according to Stanton.

Stanton said he hoped journalists would take the initiative in keeping the issue of Section 315 before the public until the last obstacle to its permanent revision was removed.

Army 2nd Lt. Ervan E. Zouzalik, Flaton, Texas, completed the 12-week field artillery officer orientation course at The Artillery and Missile School, Fort Sill, Oklahoma.

The course, designed for newly-commissioned officers, trained Lieutenant Zouzalik in communications, artillery transport, tactics and target acquisition.

* * *

Sanford Markey, Public Affairs Director of Cleveland KYW Radio, has been re-elected President of the Press Club of Cleveland. Markey became the first broadcaster to assume the helm upon his election to the presidency last year and now becomes only the second person in the Club's history to be returned to office.

Undergrads Show Lack of Interest in Fraternity—Virgil Newton

By BOB TACELOSKY, Pennsylvania State University

The undergraduate chapter program was cited as the "darkest shadow" on Sigma Delta Chi's horizon by President V. E. "Red" Newton Jr., at the opening session of the convention.

Newton said that although the membership of the organization had quadrupled in the last 15 years, the undergraduate chapters face a dismal future because of the lack of interest and enthusiasm for the fraternity and for the field of journalism at that level.

The undergraduate program is the base, he said, not only of Sigma Delta Chi but of all of journalism and perhaps the very base of free American government. "If we in journalism today do not expend of our time, energy and talents in the development and promotion of journalism among our young people, who then is to fight for freedom tomorrow?" he questioned.

The key problem of Sigma Delta Chi of 1960, he continued, was pointed out by a Personnel Committee of the ANPA recently. The committee report to a group of managing editors showed that of 1,666 journalism graduates in 47 universities last year, only 495, or 42.5 per cent, entered the exact profession of journalism.

The lack of interest in and support of journalism hit home to Sigma Delta Chi as witnessed in the recent loss of the Cornell chapter and the thin-ice condition of SDX at Stanford.

"We are confronted with a similar lack of interest among our young people in journalism on the campuses of dozens of the universities where we have chapters of Sigma Delta Chi," Newton added.

The White Committee in 1959, he reminded the convention, pointed to the administration of the fraternity as the weak link in good programming.

Still on the bleak phase of his report, the president warned that *THE QUILL* faces the crossroads of destiny in 1960 and hoped that it would not "continue to meander down the haphazard road of house organ." He complimented Charles Clayton, part-time editor, for the constant increase in editorial content under these "most difficult circumstances," and criticized the present system which delegates *THE QUILL* as the SDX step-child. "We need a publication which has constant impact, not only on national journalism but on the nation," he suggested.

In the "optimistic" portion of the report, Newton recognized that the total dues-paying membership hit 16,304 this year, an all-time high.

Six professional chapters have been installed this year bringing the total to 58, while the number of undergraduate chapters reached 75 with the acceptance of S. Carolina.

In closing, he expressed appreciation to Bernard Kilgore, editor of the *Wall Street Journal*, for the work he had done in obtaining the services of McKinsey and Co. to investigate the problems of the fraternity.

Paul Block Jr., publisher of the Toledo (Ohio) *Blade*, discussed "The Ugly American Newspaper" at the fall luncheon of the Graduate Faculties Alumni of Columbia University in November.



Allen Stross

Numerous parties and receptions with free food and beverages were held for SDX delegates, their wives, and guests throughout the entire convention.

Chapter Activities

Each chapter should appoint a correspondent to report local Sigma Delta Chi activities to the *SDX NEWS*.



UTAH PROFESSIONAL—Because of their numerical superiority and the political necessity of maintaining world tension, the Red Chinese were branded a greater threat to peace than Soviet Russia by William L. Ryan, *Associated Press* writer and widely-traveled student of world affairs. Speaking at a joint luncheon attended by members of the Utah Professional Chapter of Sigma Delta Chi, the Salt Lake Kiwanis Club and the National Federation of Press Women, Utah Chapter, Mr. Ryan warned if Red China moved for war it would be the end of the world as we know it.

He told his audience the Peiping government openly boasted they could lose 200 million people in a war and still emerge with a greater population than either Russia or the United States. Mr. Ryan explained the Red Chinese and the Soviets need each other because of the mutual advantage involved. To go their separate ways would endanger world communism, he said.

The AP writer added Mao Tse Tung must continue "pressure tactics" to maintain the Communist hold over enslaved peoples because any relaxation of tensions might encourage rebellion against the "ruthless" methods being employed to gain Communist objectives.

Mr. Ryan's appearance was sponsored by the Salt Lake Tribune. He came to Utah from the United Nations where he covered Premier Nikita Khrushchev's 25-day visit.

As a memento of his Utah trip, Mr. Ryan, right, was presented a desk plaque by Robert K. Ottum, Utah's SDX chapter first vice-president.

CENTRAL OHIO CHAPTER—SDX President Edwin L. McCoy, Ohio Fuel Gas Co., served as moderator when four civic leaders outlined proposals in four bond issues and a tax levy for civic improvements on the Popular Town Meeting on WBNS-TV.

McCoy worked long and hard as a member of the Metropolitan Committee, a group of Columbus businessmen with an alert eye turned toward the growth of Columbus.

After four business leaders spoke, presenting the different projects, questions were phoned in by the television audience. The program created much interest and our chapter was indeed proud to have its president associated with this civic-minded endeavor.

At a previous meeting members and their wives attended a dinner meeting recently at the Press Club of Ohio.

Everyone was treated to a taste of the ingenuity and charm of two newspapermen, Haskell Short, head of *United Press International* for Ohio, and Carl Ebright, news editor of the *Columbus Dispatch*.

These two filled in very adequately for the scheduled speaker, who had a sudden illness in the family.

Short and Ebright recounted stories of intimate glimpses of the two presidential candidates on tour through Ohio.

Another highlight of the hasty but tasty dinner meeting was the "Forget Me Notes," a barbershop quartet, which has won awards clear across the country.



WAYNE STATE—Members of the Wayne State University chapter donated their election night earnings to their treasurer in a novel way of earning funds this year. The club's members worked with *United Press International* during the primary and final election.

Allen Stross, winner of the two first place awards in 1959 SDX competition, pictured part of the group.



MILWAUKEE PROFESSIONAL—An internationally known reporter, Wilmott Ragsdale (center), addressed the chapter on his experiences in the past two years as *Newsweek* correspondent in Bangkok, Thailand. Ragsdale told of the basic difficulty there of obtaining facts and getting authoritative confirmation of them. Ragsdale, now on the University of Wisconsin journalism faculty, chatted at the Milwaukee Press Club with Professor Joseph Mader (left) and Associate Professor Lucas G. Staudacher, both of the Marquette University College of Journalism. Staudacher is the chapter's vice-president.



Left to right are Agee, John English, president of the undergraduate chapter, and Forrest Brokaw, president of the Eastern Oklahoma Professional Chapter.

UNIVERSITY OF TULSA—The undergraduate chapter at the University of Tulsa played host to the Oklahoma State Convention of Sigma Delta Chi, Nov. 12 and 13. The two-day conclave for professional newsmen presented an outstanding program for both members and their wives.

Bill Vaughn, who writes the "Star Beams" column for the *Kansas City Star*, was a speaker. He spiced his remarks with frequent humorous jibes at newsmen. However, he closed his speech in a serious vein. He advised journalism students to gain command of at least one foreign language and a basic vocabulary in science. "This is a challenging time to enter journalism," he said, "Miserable, but interesting."

Another speaker was Dr. Watson Davis of Washington, D. C., director of science service. He predicted that cures for many types of cancer will be developed within the next decade, and that scientists may have discovered the secret of life itself by the year 2000.

Warren K. Agee, national executive officer of the fraternity, also spoke briefly. At the business session of the convention it was decided that Oklahoma members of the fraternity will propose a nationwide campaign to stress the importance of a free press as guardian of democracy.

A resolution, authored by Phil Dessauer of the *Tulsa World*—which called for a nationwide program to show the press in its true light . . . and to guard its own image—was adopted.

Another resolution, presented by Carter Bradley of *United Press International*, called for the national body to prepare a film that will help the public have a clearer profile of the average news reporter. Convention delegates also voted to place its Statewide Awards program in the hands of a two-man committee. Bill Butler of the *Tulsa World* was appointed to the committee by President Forrest Brokaw of the Eastern Oklahoma chapter and Alex Adwan will represent the Oklahoma professional chapter.

TEXAS GULF COAST—Al Smith, editor of *The Line Magazine*, Tennessee Gas Transmission Company, has been elected president of the Texas Gulf Coast Chapter.

Named to serve with Smith were Brian Spinks, editorial writer of the *Houston Post*, and Ed Ray, managing editor of the *Houston Press*, vice presidents; Farris Block, director of information, University of Houston, secretary-treasurer.

Fred Hartman, publisher of the *Baytown Sun*; Ray Conaway, news director of *KTRK-TV*; Ross Strader, assistant professor of journalism, University of Houston; Ferol Robinson, chairman of the journalism department of Sam Hous-

ton State College; Don Burchard, chairman of the journalism department, Texas A & M College; and Pat O'Bryan, public relations consultant, all directors.

O'Bryan is the retiring president.



SOUTHEAST LOUISIANA—Southeast Louisiana Professional Chapter with headquarters in Baton Rouge was chartered in October. Speaking at the group's first meeting as an official chapter of Sigma Delta Chi was Charles Nutter (center), executive director of International House, an import-export trade promotion organization in New Orleans. Nutter is shown with SDX members C. P. Liter (left), general manager of *State Times* and *Morning Advocate* in Baton Rouge, and William B. Myrick, long-time SDX-er now with Louisiana's Division of Employment Security.

INDIANA PROFESSIONAL—Hoosier Sigma Delta Chi members staged joint press conferences for their top political candidates during two recent meetings.

Eight days before the election, Indiana's gubernatorial candidates made one of their few appearances together at the SDX meeting, describing their campaign techniques and submitting to questions which both had an opportunity to answer.

Both State Senator Matthew E. Welsh and Lieutenant Governor Crawford F. Parker, candidates for the top executive post, reported using photographer-engraver teams to encourage picture coverage of their campaign caravans. As they toured the state, Welsh and Parker were accompanied by professional photographers who took many pictures of the candidates chatting with local political leaders, greeting the voters and visiting along main streets. Plastic engraving equipment was carried along with the caravan, and plastic cuts of the campaigning were furnished to local newspapers before the candidate moved on.

EASTERN OKLAHOMA—Members of the Eastern Oklahoma Chapter of Sigma Delta Chi have approved an awards program and elected a new vice president, secretary and treasurer. The awards program, under the direction of Bill Butler of the *Tulsa World*, will include awards in two main categories.

In one category will be a journalism award to any eastern Oklahoma news reporter in any medium whom the chapter feels has done the year's outstanding job, and an award to the newspaper, radio or TV station performing the year's outstanding community service task.

In the other field, individual awards will be given for the year's best spot news story, series or continuing story, sports reporting, editorial, photography and feature story. Butler said the chapter hopes to make the first awards early in 1961.

Elected vice president was Mac Seabee, Tulsa bureau manager of *United Press International*, who moves up from secretary-treasurer. The chapter voted to split the secretary-treasurer posts. George Gravley of the *Tulsa Tribune* was elected secretary and Ron Butterfield of *Sunray Mid-Continent Oil Company* was named treasurer.

The election was made necessary by the vacancy in the vice president's post, created when Forrest Brokaw—news-manager of *KVOO* and *KVOO-TV*—stepped up to the presidency several months ago.

Personals

About Members

Don Gold, who has served *Playboy* magazine as Jazz Promotion Director (Associate Producer, Playboy Jazz Festival, 1959) and Assistant Editor, has been named an Associate Editor of that publication. Gold, a graduate of Northwestern University's Medill school of journalism (M.S.J., 1953), formerly was Managing Editor of *Down Beat* magazine. He conducts a weekly jazz program on Chicago FM station *WXFM* and continues to free-lance in the jazz writing field.

Ronald A. Hurst was appointed Legislative Affairs Representative for Caterpillar Tractor Co., Peoria, Ill. The post requires Hurst to keep tabs on local, state and federal legislation that concerns Cat.

Prior to joining Caterpillar in 1956, Hurst worked for a year in the *United Press* bureau in Madison, Wisconsin. He has been a Sales Training Instructor, Dealer Training Representative and News Writer at Caterpillar.

A native of Milwaukee, Wisconsin, Hurst holds a B.S. in Journalism from Marquette University and an M.S. in English from the University of Wisconsin.

John W. Runyon was elected chairman of the board and publisher of *The Times Herald* Printing Company, Dallas.

Runyon, who has been with the company for 50 years, has served as president and publisher for the last eight years. Prior to that, he was president of *KRLD* and first vice president of *The Times Herald*. He has also been a trustee of the corporation.

Leif Johnson, managing editor of the *Fullerton News Tribune*, has been elected president of Southern California *United Press International* Editors. He is a former managing editor of the *Aberdeen (S.D.) American-News*.

Appointment of **Dario Politella** to the newly created post of manager of public relations at the New York Idlewild Airport base of Lockheed Aircraft Service has been announced.

Before joining LAS, Politella was publicity account executive at O. S. Tyson and Company, Inc., New York City industrial advertising agency. He previously served on the editorial staffs of *Skyways* and *Flying* magazines after having been on the teaching faculties of the schools of journalism at Kent State, Kent, Ohio, and Syracuse. A former newspaperman, he was bureau manager for the *Geneva, N. Y. Daily Times*.

Politella is a 1947 graduate of the University of Massachusetts, where he earned his degree in languages and literature, and a 1949 graduate of Syracuse University with a master of arts degree in journalism. He is a candidate for the

doctorate in communications at Syracuse.

A veteran of World War II and Korea, Politella served as an Army aviator in the combat theaters. He is the author of "Operation Grasshopper," a history of the Army's light planes in combat in Korea, published in 1958.

Matt E. Heuertz has been promoted to editor of *Assembly & Fastener Engineering*, industrial magazine published by Hitchcock Publishing Company, Wheaton, Illinois.

Heuertz will assume additional responsibilities in the editorial policy planning of the magazine. He has been managing editor of the publication since its launching in 1958.

"With the public demanding better quality and greater reliability in products, in 1961 we are more than ever going to emphasize the theme 'Better Design and Engineering for Assembly' in our editorial goals," said Heuertz.

George P. MacKnight has been appointed director of special services of Clare Udell, Inc., Chicago printing and design consultants.

Educated at Indiana University, MacKnight was managing editor of the *Bloomington (Ind.) Star-Courier* and a reporter and feature writer for the *Fort Wayne Journal-Gazette*.

Before joining Udell, MacKnight was

a public relations supervisor for Standard Oil Company (Indiana); assistant public relations director, Chicago Motor Club; and managing director, Porcelain Enamel Institute.

An alumnus of the University of Iowa School of Journalism who now is president of the National Editorial Association was honored by the School in January.

Paul C. Smith, publisher of the *Lyon County Reporter* at Rock Rapids, was cited for his work in the small-community newspaper field leading up to his selection as president of the NEA. He previously had been a board member or officer of the organization for eight years, served as its vice-president, and was chairman of the NEA national contests committee during 1947-48. Smith also has served as director of Weekly Newspaper Representatives (WNR), the national advertising sales organization for weeklies, and as WNR vice-president and president.

He was named a Master Editor-Publisher by the Iowa Press Association (IPA), has served on the board of IPA, and was its president in 1950-51. He also has been chairman and keynoter of the Iowa Republican State Convention (1942), Lyon County Welfare officer for the Red Cross during World War II, and mayor of Rock Rapids (1948-1952). His paper, which he has served as backshop printer, editor, and publisher, has won several awards for news and editorial excellence.

What do you know about newspapers?

Who, what, where, when or why... if you want to know what's going on in the newspaper business, there's no place for finding out like **EDITOR & PUBLISHER**. Order your own personal subscription now — use the coupon below.

Editor & Publisher

Subscription rates — \$6.50 in U.S., possessions, and Canada; all other countries \$10.00

WHO was the Newark newspaper Washington chief named Asst. Secretary of Defense for Public Affairs?

SEE E&P—JAN. 14, 1961—PAGE 12

WHAT was the most popular subject of questions asked at President Eisenhower's 1960 press conferences?

SEE E&P—JAN. 14, 1961—PAGE 14

WHERE is a daily newspaper sponsoring a regional college invitational basketball tournament?

SEE E&P—JAN. 14, 1961—PAGE 54

WHEN did the last of Cuba's independent newspapers shut down without formal announcement?

SEE E&P—DEC. 31, 1960—PAGE 12

WHY are some newsmen opposed to live television broadcasts of Kennedy news conferences?

SEE E&P—JAN. 7, 1961—PAGE 9

Editor & Publisher Times Tower, 1475 Broadway New York 36, N. Y.	
Please enter my subscription to EDITOR & PUBLISHER for 1 year, effective with the earliest possible issue.	
<input type="checkbox"/> Check for \$6.50 enclosed. <input type="checkbox"/> Please bill me later.	
Name.....	
Position.....	
Newspaper or Company.....	
Address.....	

Item	ARTICLES	CLASSES (Ratings)		Vol. @
		LTL	@Vol.	
100840	HOUSEHOLD UTENSILS OR RELATED ARTICLES—Continued:			
100860	Dusters, NOI, in packages			
100880	Floor oilers, in packages			
100900	Flutters, hand, other than hair			
100920	Fly swatters, in boxes			
100940	Forks, Knives or Spoons, made			
100942	Forks, knives or spoons, NOI, Note—Forks, Knives or Spoon			
100960	or with parts of gold, steel handles, but not including in			
100980	Forks, knives or spoons, NOI, in boxes			
101000	Forks or spoons, plastic, in box			
101020	Frames, quilting, KD, in package			
101040	Generators, formaldehyde gas, in			
101060	Griddles, aluminum or magnesium			
101080	Ironing boards, sleeve, other th			
101100	with or wit			
101120	Ironing Boar			
101140	without			
	Steel, in b			
	Other thar			
	Kitchen Ha			
	Knives, cho			
	Machines, Shredd			
	SU, KD			
101160	Mills, food			
101180	Mop Wrin			
101200	Nut crack			
101220	Pails, cou			
101240	Fans or f			
101260	Pot Scou			
101280	boxes, Potato x			
101300	Racks, l			
101320	more t			
101340	Racks, r			
01360	SU, n			
01380	SU, f			
01400	KD, i			
01420	Flat, Shaker			
	Spoon			
	Squee			
	Toast			
	SU, SU,			
01440	Wash			
01500	Housir			
01520	Housir			
01530	Housir			
	10			
	Nes			
	Not			
	N			
1532				
1540	Hull:			
1560	Hur:			
1580	Hur:			
	pa			
1600	Ico, N			
1602				
1620	Ico			
1640	In			
1660	In			
1680	In			
1690	In			
64780-64830	ARTICLES			
64780	FARM, DAIRY, GARDEN, LIVE STOCK, ORCHARD OR POULTRY			
64800	—Continued:			
64820	Brooders, Poultry, NOI, in boxes or crates, see Note, item 64682:			
64830	SU or with legs detached or folded against body.....			
	KD flat or folded flat.....			
	Brooders, Poultry, SU, NOI, or with legs detached or folded aga			
	flat or folded flat, and Incubators, SU, in mixed Vol., or in mixed			
	Stoves and Canopies.....			
	Bull Staffs, iron or steel.....			
	Cages, Coops or Crates, animal or poultry, other than shipping, ste			
	combined, KD or folded flat in packages; also TL, loose.....			
	—Poultry laying, wire or wire and steel combined, KD, in pack			
	in barrels or boxes.....			
	—Hay, iron or steel, flat or nested, i			
	than iron or steel, in p			
61080-61682	ARTICLES			
61080	ELECTRICAL APPLIANCES OR EQUIPMENT, OR PARTS NAMED—Continued:			
61082	Bus Bar System, consisting of housings containing bus bars and insulators, with or			
61100	without tapping connectors or trolleys, in boxes or crates or wrapped in double-			
61110	loose, see Note, item 61082, or shipments weighing each more than 2,000 lbs.,			
61130	Note—Shipments weighing each 2,000 lbs. or over may be shipped loose when braced			
61150	and blocked in vehicle and pieces are protected from each other by fibreboard;			
61160	consignor to furnish protecting materials and to load, and consignee to unload.			
61170	Bus Bars, aluminum, loose (LTL only if weighing each 15 lbs. or over), or in packages.			
61182	Cable Assemblies or Harness, wiring, electrical, NOI, in packages.			
61200	Cable, electric, aluminum, with or without sta			
61220	Cable, electric, brass, bronze			
61222	Cable, electric, steel			
61240	Cable, electric, copper, LTL, in boxes; Vol., loose or in packages.			
61260	Cable T			
61262	steel			
61280	Note			
61300	Note—			
61302	lead c			
61304	Chimes, c			
61320	Circuit B			
61322	NOI:			
61340	Weighing			
61360	package			
61380	Weighing			
61400	Note—			
61420	combi			
61440	loose c			
61460	Note—C			
61480	selecto			
61500	Coaxial Tran			
61520				
61540				
61560				
61580				
61600				
61620				
61640				
61660				
61680				
61700				
61720				
61740				
61760				
61780				
61800				
61820				
61840				
61860				
61880				
61900				
61920				
61940				
61960				
61980				
62000				
62020				
62040				
62060				
62080				
62100				
62120				
62140				
62160				
62180				
62200				
62220				
62240				
62260				
62280				
62300				
62320				
62340				
62360				
62380				
62400				
62420				
62440				
62460				
62480				
62500				
62520				
62540				
62560				
62580				
62600				
62620				
62640				
62660				
62680				
62700				
62720				
62740				
62760				
62780				
62800				
62820				
62840				
62860				
62880				
62900				
62920				
62940				
62960				
62980				
63000				
63020				
63040				
63060				
63080				
63100				
63120				
63140				
63160				
63180				
63200				
63220				
63240				
63260				
63280				
63300				
63320				
63340				
63360				
63380				
63400				
63420				
63440				
63460				
63480				
63500				
63520				
63540				
63560				
63580				
63600				
63620				
63640				
63660				
63680				
63700				
63720				
63740				
63760				
63780				
63800				
63820				
63840				
63860				
63880				
63900				
63920				
63940				
63960				
63980				
64000				
64020				
64040				
64060				
64080				
64100				
64120				
64140				
64160				
64180				
64200				
64220				
64240				
64260				
64280				
64300				
64320				
64340				
64360				
64380				
64400				
64420				
64440				
64460				
64480				
64500				
64520				
64540				
64560				
64580				
64600				
64620				
64640				
64660				
64680				
64700				
64720				
64740				
64760				
64780				
64800				
64820				
64840				
64860				
64880				
64900				
64920				
64940				
64960				
64980				
65000				
65020				
65040				
65060				
65080				
65100				
65120				
65140				
65160				
65180				
65200				
65220				
65240				
65260				
65280				
65300				
65320				
65340				
65360				
65380				
65400				
65420				
65440				
65460				
65480				
65500				
65520				
65540				
65560				
65580				
65600				
65620				
65640				
65660				
65680				
65700				
65720				
65740				
65760				
65780				
65800				
65820				
65840				
65860				
65880				
65900				
65920				
65940				
65960				
65980				
66000				
66020				
66040				
66060				
66080				
66100				
66120				
66140				
66160				
66180				
66200				
66220				
66240				
66260				
66280				
66300				
66320				
66340				
66360				
66380				
66400				
66420				
66440				
66460				
66480				
66500				
66520				
66540				
66560				
66580				
66600				

